

The strategic platform for **AI**-Powered Experience Orchestration

Compose differentiated experiences in and beyond the contact center

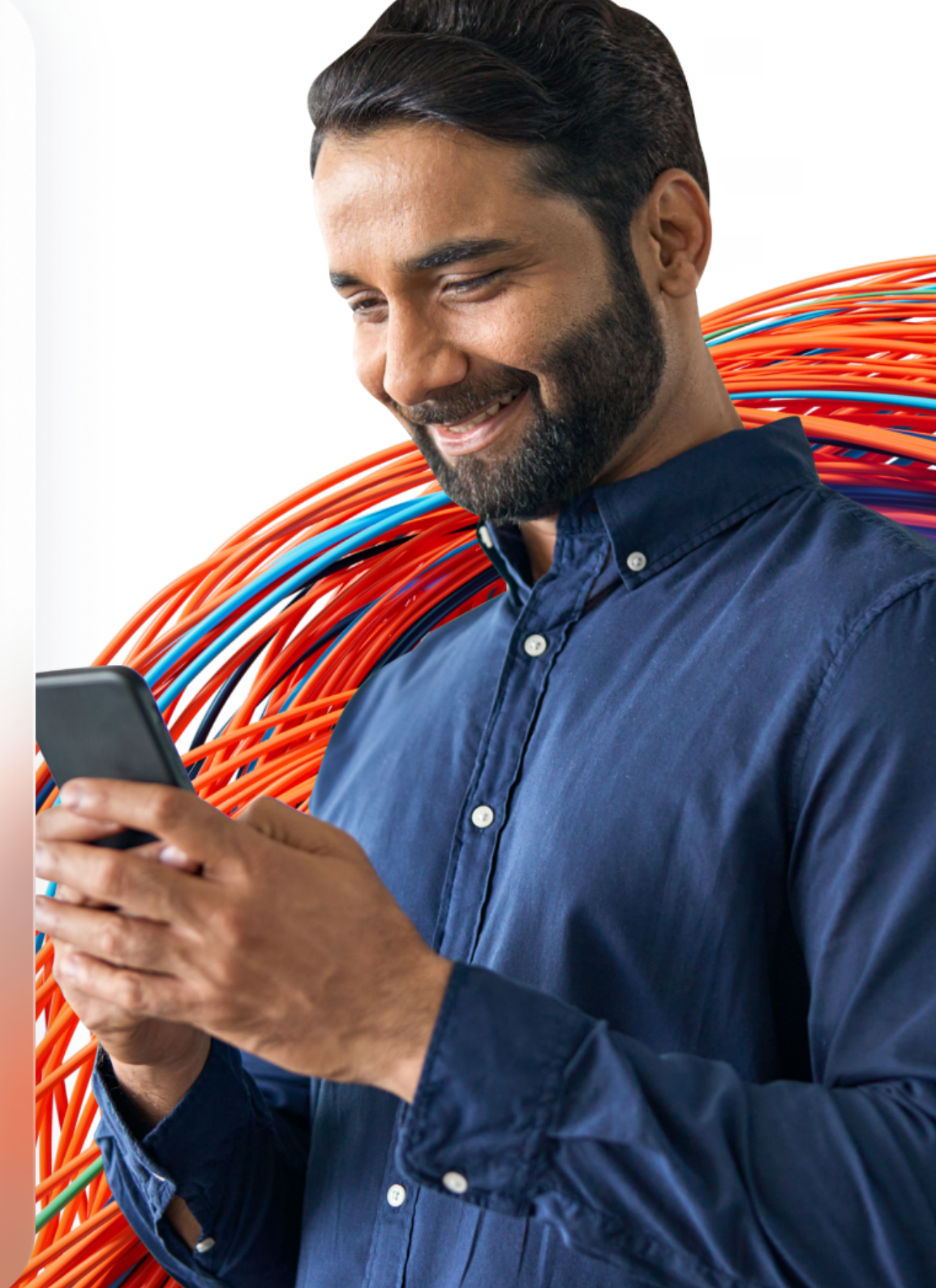


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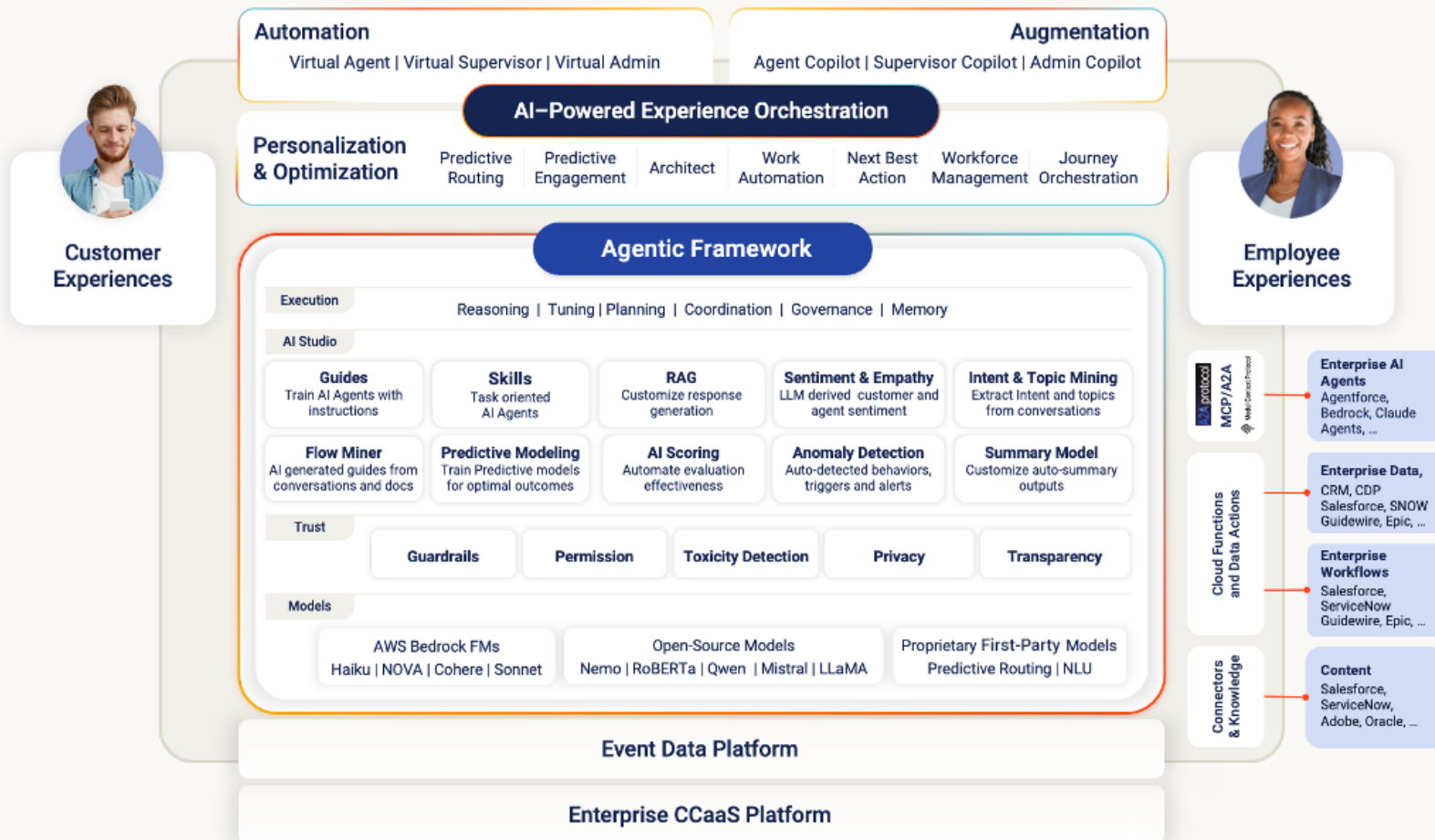
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The platform at a glance

Use this diagram as your north star throughout this resource. It maps the technologies and frameworks that power the personalized, end-to-end experiences discussed in the pages ahead — all on an [open, API-first, native cloud platform](#). As you explore the following sections, refer back here to see how each component comes together to deliver true AI-Powered Experience Orchestration.



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Introduction

In today's experience economy, traditional customer experience (CX) strategies fall short. Consumers have rapidly growing expectations, fueled by a shift from majority voice interactions to omnichannel, as well as everyday exchanges with artificial intelligence (AI). They don't see your individual departments or channels – just one brand, one experience: great or terrible, fast or slow, seamless or fragmented.

Yet many businesses still operate in silos, treating each channel or interaction as separate. This fragmented approach creates both internal inefficiencies and customer frustration at critical moments. The result? Missed opportunities, rising attrition and broken trust.

What is experience orchestration?

Experience orchestration is the process of identifying and crafting the ideal end-to-end journey for each customer. It seamlessly coordinates technology, interactions and touchpoints to allow a business to identify intent early and guide customers through every step to the best outcome.

Connected cloud data: Real-time data from every channel and system of record is aggregated for a unified, actionable view of each customer's history and current intent.

AI at scale: Artificial intelligence predicts customer behavior, shapes journeys and enables proactive engagement through tools like machine learning and workflow automation.

Contextual interactions: Individual customer goals, needs and journeys will differ. When customer data is gathered and surfaced intelligently, you can design, analyze, measure and optimize the entire customer experience in real time.

The purpose of experience orchestration is to achieve two objectives at the same time:

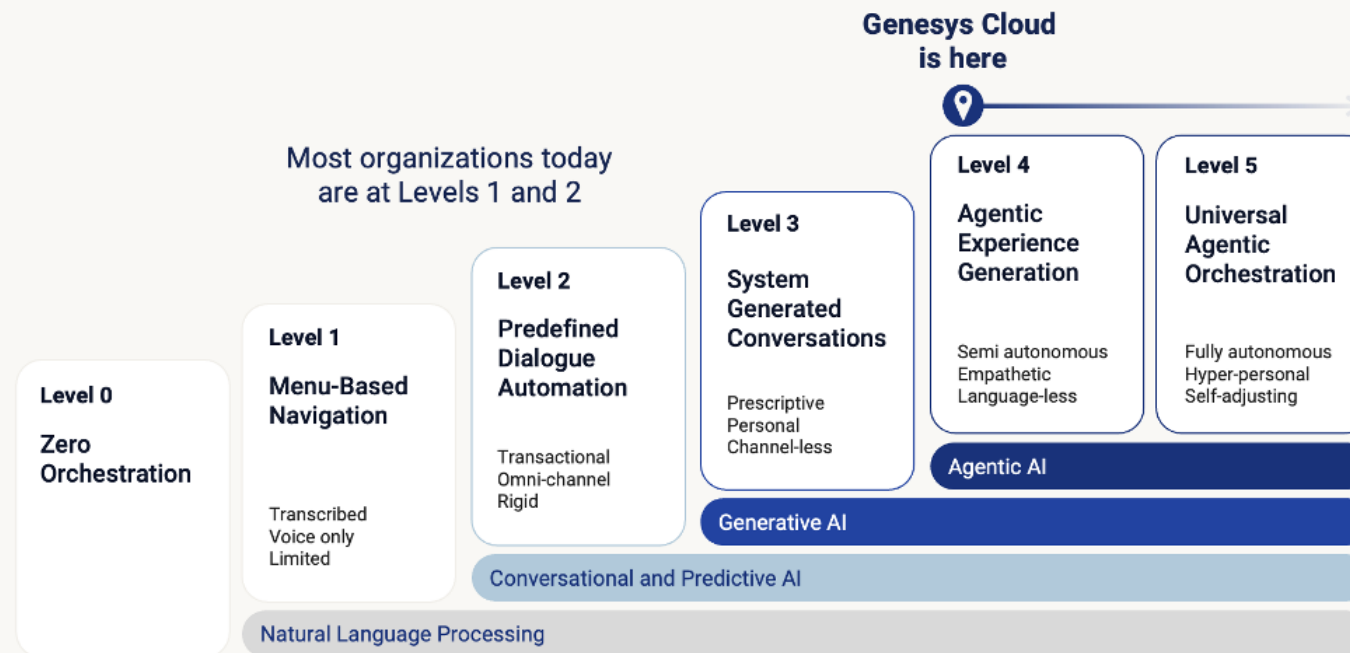
1. Reduce the cost of operations.
2. Increase customer loyalty for long-term growth.

Experience orchestration targets this opportunity by creating efficient, effective and empathetic customer and employee experiences.

[Learn more](#)

The levels of experience orchestration

The **levels of experience orchestration** are a maturity model that outlines an organization's progression from fragmented, voice-centric interactions to fully autonomous, agentic orchestration for all use cases. While adopting new innovations can help advance through the levels of experience orchestration, every organization will evolve at its own pace. What matters most is the journey – one that leads to more seamless, intelligent and elevated experiences for your customers and employees. The most impactful areas to accelerate experience orchestration include conversational, predictive, generative and agentic AI, enabling the automation, augmentation, personalization and continuous optimization required to turn inefficient, rigid interactions into hyper-personal, connected experiences. Use this model to pinpoint where your business stands today and chart a clear path toward AI-powered growth.



We're standing at the start of one of the most profound transformations in business history, driven by a new generation of agentic AI. At Genesys, we can equip your organization with the critical capabilities needed to advance toward Level 4 today while continuously building toward Level 5 Universal Agentic Orchestration. At which level does your company operate? What is your vision for going forward? How will you manage this change? What outcomes do you expect? What are the implications?

Accelerate innovation and agility with composability

As companies advance through the levels of experience orchestration, they often face a challenge: how to innovate quickly and stay agile at each subsequent level. That's where composability comes in. Composability is essential to scale experience orchestration fast — turning modular innovation into sustainable differentiation from your competitors.

Understanding composability

A new level of adaptability and assurance is critical for orchestrating experiences to continuously demonstrate empathy to customers and employees. This requires organizing people, processes and technology into smaller, more modular components that can be combined in real time to deliver new and/or improved outcomes. It requires companies and the technology they rely on to become more composable.

CTOs and CIOs often find it hard to keep their customer experience architecture flowing toward the future while balancing value creation with keeping the lights on. This is especially difficult with the increasing pace of change and uncertainty. Security and reliability are always job one, so complex and brittle architectures leave the business holding undifferentiated customer experiences — and waiting for what they need as the world changes around them. It's ironic that the lights start to flicker until change is inevitable and far more uncomfortable than it needs to be.

It shouldn't be so hard to move toward sustainable CX differentiation. Everyone should have the level of resiliency and agility they expect — whether amid a crisis or during the normal flow of business. Which is why organizations are seeking composability in new application investments. That's where the Genesys Cloud™ platform comes in.

“Sixty-one percent of respondents to the Gartner Build, Buy or Blend Survey for 2025 reported that their most-used approach for sourcing new applications for their functions in 2024 involved purchasing commercial off-the-shelf (COTS) solutions and making customizations using prepackaged plugins, extensions or custom code (pro- or low-code).

This represents the ‘blend zone,’ which balances the benefits of buying and building and is driven by a composable approach to delivering solutions.”¹

1. Gartner®, Buy, Build, Blend: Benchmarking Application Strategy Decisions, Swasti Arya, Justin Tung, Brett Sparks, 3 June 2025.

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Deliver the next level of experience with composable CX

Genesys Cloud enables organizations to orchestrate customer and employee experiences that lead to swift, sustainable differentiation by delivering maximum business resiliency and agility in the face of increasing change and uncertainty. It's more than just an open cloud platform.

Genesys Cloud offers an unmatched level of composability through the real-time assembly, combination and orchestration of individual capabilities from four building blocks: product, marketplace, ecosystem and development.

The ability for the business, IT and developers to co-create experiences by mixing the optimal set of capabilities from our platform and your ecosystem makes delivering unique experiences less overwhelming. It also makes it more doable to keep pace with an always-changing business. And, flowing your CX architecture toward the future becomes the primary focus rather than just keeping the lights on.

Real-time assembly, combination and orchestration of individual CX capabilities





Differentiate faster

Build functionality that sets your organization apart. Mix and match the largest comprehensive set of innovative capabilities with rich APIs, integration methods and dev tools. Deliver experiences customers and employees won't find anywhere else using rapidly composable data, systems and channels.



Adapt easier

Empower every layer of the business to pivot in real time. Add capabilities instantly from a continuously expanding product set. Plug-and-play apps and integrations allow you to innovate, connect new systems, and synchronize data and channels. Use low-code tools to easily evolve orchestration across building blocks.



Architect better

Seize opportunities, fend off threats and respond to unexpected disruption with greater agility, resiliency and better economics. A highly composable modern cloud architecture brings all four building blocks together efficiently, including a full-featured product set designed from the beginning to work together.

The following sections provide a detailed overview of the four building blocks of the Genesys Cloud composable AI-Powered Experience Orchestration platform; the tools that bring them together; and the unified, modern cloud architecture that fuels everything.



Building block 1: Product

Genesys Cloud delivers the industry's most comprehensive set of native product capabilities on a single, unified platform. This allows you to differentiate faster and adapt more easily — turning features on or off as new threats, conditions or opportunities appear. Simplify your tech stack and realize immediate value with AI, digital, voice, workforce engagement management (WEM), journey management, analytics, unified communications and collaboration (UCC), outbound and work automation services that are purpose-built to work together from day one.



AI-powered automation

Power your customer and employee experiences with a unified AI framework — covering automation, augmentation, personalization and optimization. With agentic virtual agents, you automate simple or more complex conversations end-to-end using step-by-step, no-code AI Guides. Agent Copilot augments your live agents by surfacing the right knowledge, next-best actions and real-time coaching. Predictive engagement — powered by the underlying data — personalizes every interaction with deep insights and context. And optimization through workforce engagement management AI and predictive routing ensures the right resource is in the right place at the right time. Together, these capabilities blend deterministic control with autonomous intelligence, letting you innovate faster, maintain full governance and create truly exceptional experiences at scale.

Genesys Cloud AI Studio

Genesys Cloud AI Studio is the central workbench for building and managing AI. It brings together tools like AI Guides and Custom Conversation Summaries into one secure environment, making it easier for teams to design, test and deploy AI without deep technical expertise. As organizations move toward more autonomous customer experiences, AI Studio provides the structure and control needed to scale responsibly and effectively. Teams, regardless of

AI or coding expertise, can use AI Studio to define AI behaviors and experiences across Genesys Cloud, including agentic AI behaviors. Genesys considers AI to be “agentic” when it is built to adapt to ambiguity and novelty. Agentic AI acts independently toward a goal and doesn’t just respond to inputs. It selects tools from a broader toolkit, rather than just using prewired function, and it handles multistep reasoning by applying memory, context and logic.

Genesys Cloud AI Guides

AI Guides is the first capability available in the AI Studio — enabling business users to automate reasoning of tasks or intent using natural language or existing process documents. With low-/no-code setup and support for existing or new data actions, AI Guides serve as structured blueprints

that virtual agents can follow and adapt within defined guardrails. This allows organizations to move beyond scripted responses toward more autonomous, outcome-driven experiences — where AI can execute tasks independently while staying aligned with business intent.

This allows organizations to move beyond scripted responses toward more autonomous, outcome-driven experiences — where AI can execute tasks independently while staying aligned with business intent.

Custom Conversation Summaries: Custom Conversation Summaries for Agent Copilot allow organizations to tailor post-interaction summaries to align with business goals, writing standards and operational priorities. They ensure every summary captures the most relevant details, while maintaining consistency and compliance. With Custom Conversation Summaries, organizations can control what gets captured, how it's written and what it emphasizes — so summaries reflect the brand, support workflows and surface the insights that matter most to the business.

Virtual agents: Virtual agents are evolving beyond traditional bots — designed not just to respond, but to act intelligently on behalf of customers across channels. With the introduction of AI Guides in Genesys Cloud AI Studio, organizations can now build and manage agentic virtual agents faster and more easily than ever before. Using natural language prompts or existing process documentation, teams can create dynamic, step-by-step guides that empower virtual agents to engage with purpose, context and consistency — no code required.

Guitar Picker

Instructions Tools

Guitar Type Selection

- Say: "Welcome! I understand you're looking for advice on buying a guitar. I'm here to help!"
- Ask: "First, do you have a preference for an acoustic or electric guitar?"
- Record the customer's [Guitar Type](#)
- Go to [Playing Style and Experience](#)

Playing Style and Experience

- Ask: "Great choice! Are you a beginner, intermediate, or advanced player?"
- Record the customer's [Experience Level](#)
- Ask: "What kind of music do you plan to play most often? (e.g., rock, blues, folk, classical, etc.)"
- Record the customer's [Music Preference](#)
- Go to [Guitar Make and Model Recommendation](#)

Guitar Make and Model Recommendation

- Ask: "Great choice! Are you a beginner, intermediate, or advanced player?"
- Look up [Guitar Repository](#)
- Say: "Based on what you've told me, here are some great options for a [Guitar Type](#) and [Experience Level](#)
- Provide 2-3 recommendations with brief explanations of why they might be a good fit.
- Ask: "Do any of these options sound appealing to you, or would you like more choices?"
- If the customer wants more options:
 - Provide additional recommendations or refine the search based on their feedback.
- Record the customer's [Guitar Category](#)
- Go to [Budget and Additional Features](#)

Budget and Additional Features

- Ask: "What's your budget for this guitar?"
- Record the customer's [Budget Range](#)

Get started with

 **AI Generated Guide**

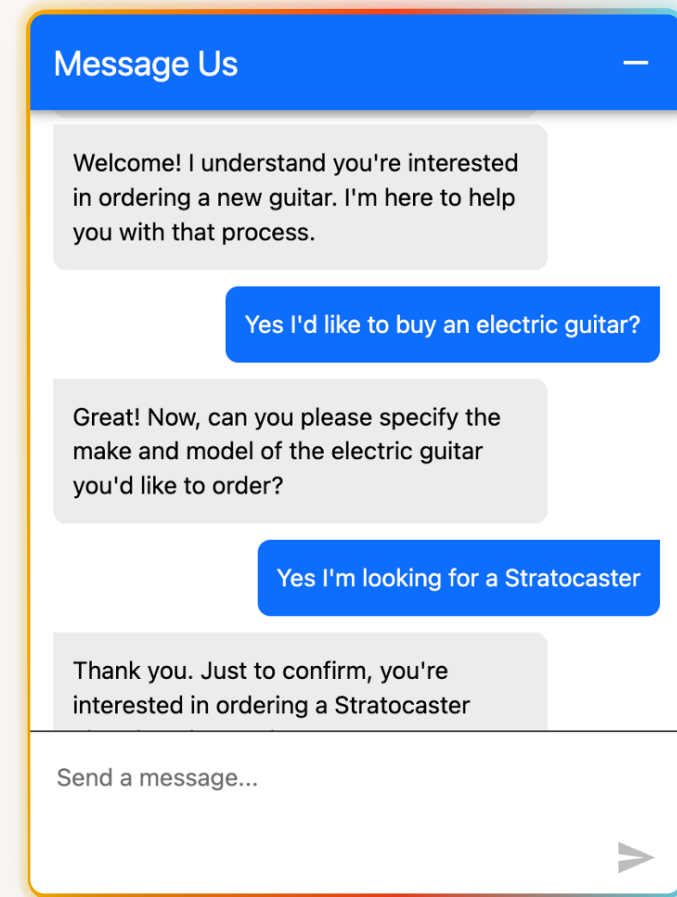
 **Empty Guide**

You will provide information about different guitar types, brands, and features. Guide customers through the selection process based on their needs and preferences. Answer customer inquiries about guitar specifications, pricing, and availability.

The new virtual agents move beyond static scripts and represent a new generation of conversational AI that can:

- Understand customer goals and adapt their responses in real time
- Gather and verify information dynamically
- Complete tasks across systems — front, back and middle office
- Transfer to live agents with full context and auto-generated summaries
- Wrap up successful interactions with summary notes and disposition codes

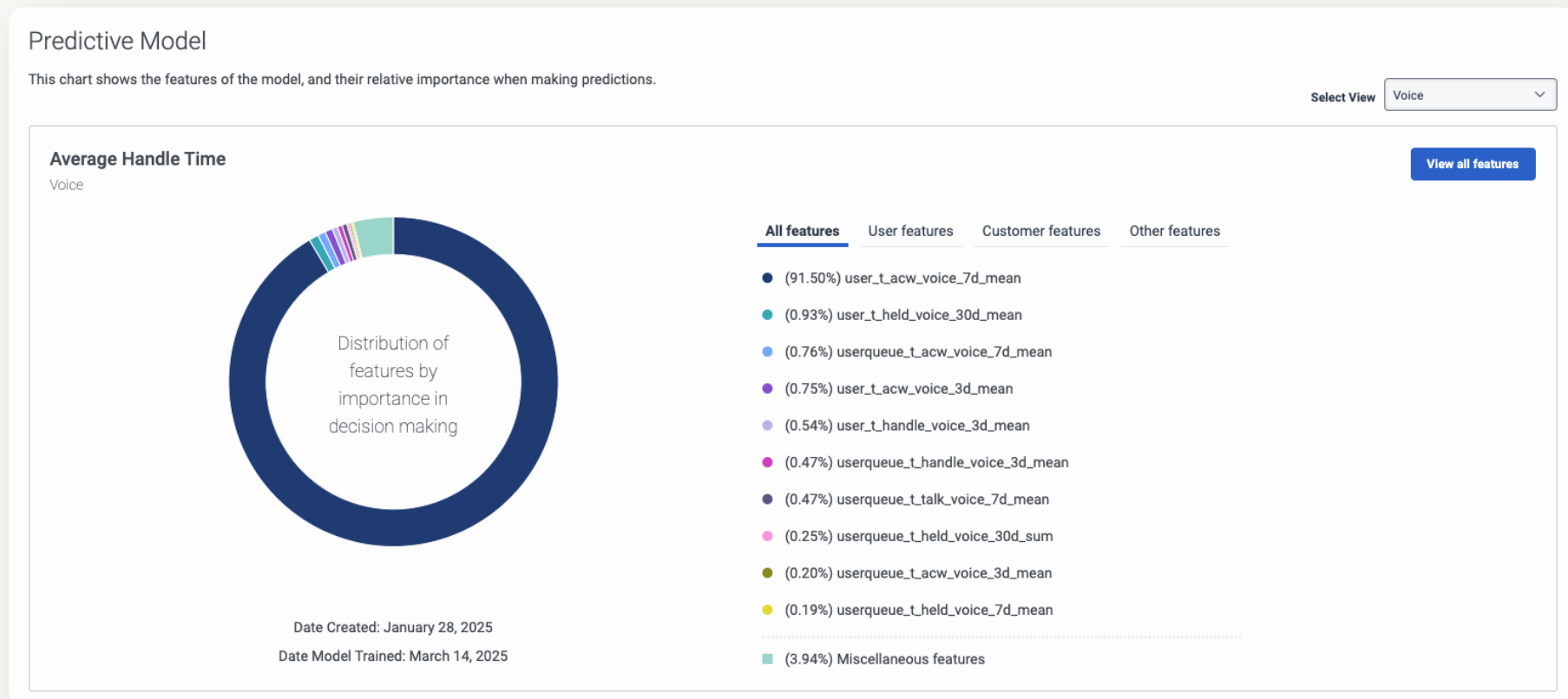
And for customers who prefer a blended AI environment, Genesys Cloud continues to support orchestration with [Google Dialogflow](#), [Amazon Lex](#) and more. To accelerate development, Intent Miner remains available to automatically generate intent models from real conversations, now complementing both traditional Dialog Engine Bot Flows and the new AI Guide-powered virtual agents.



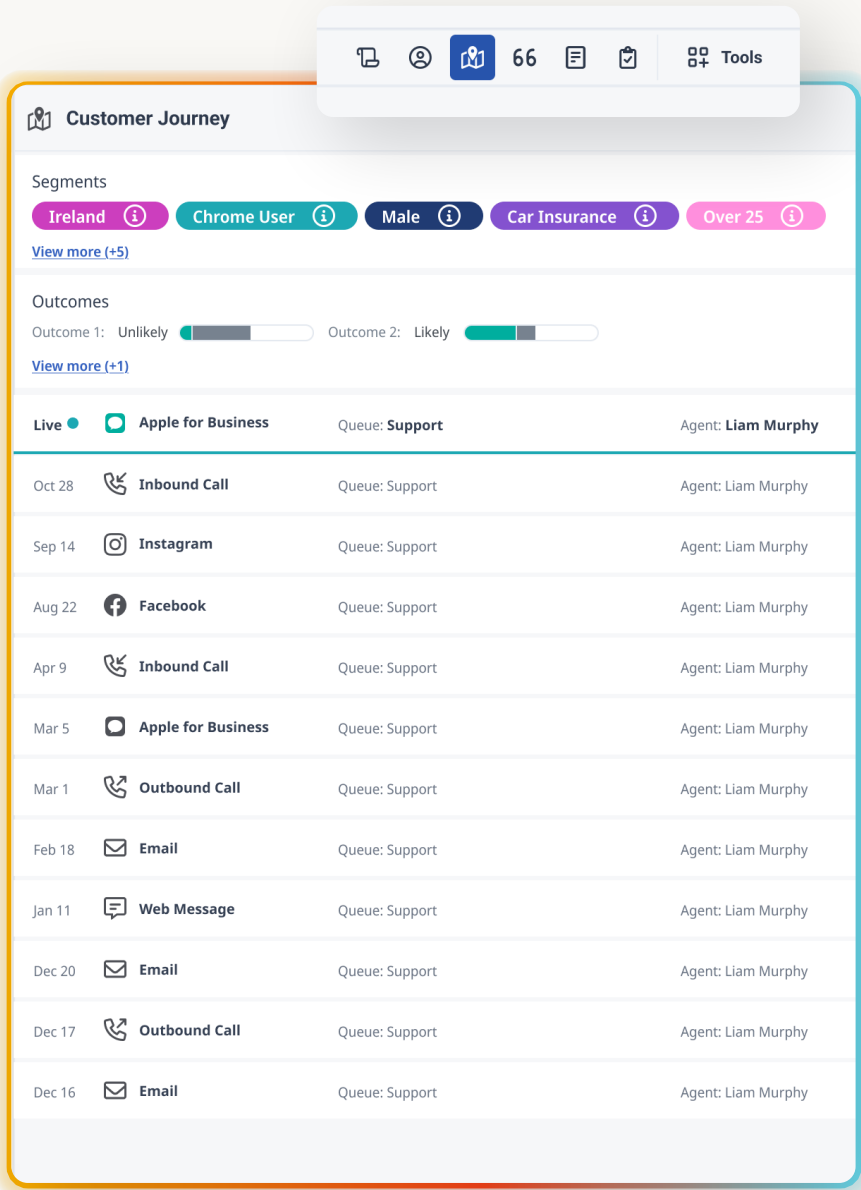
Predictive routing: Predictive routing uses AI to match each customer with the agent most likely to deliver the best outcome based on customer intent across voice and digital channels, in real time. It continuously learns from live and historical data to optimize key KPIs such as average handle time (AHT) and first-contact resolution (FCR) measured via next contact avoidance (NCA) and more. NCA is a KPI that tracks whether customers return after an interaction, offering insight into how well issues are resolved the first time. Models automatically retrain based on outcomes, reducing manual effort and improving performance over time.

Designed for ease of use, predictive routing enables teams to identify high-potential queues, run A/B tests and implement optimization strategies — all without needing AI expertise. This accelerates deployment and improves agility.

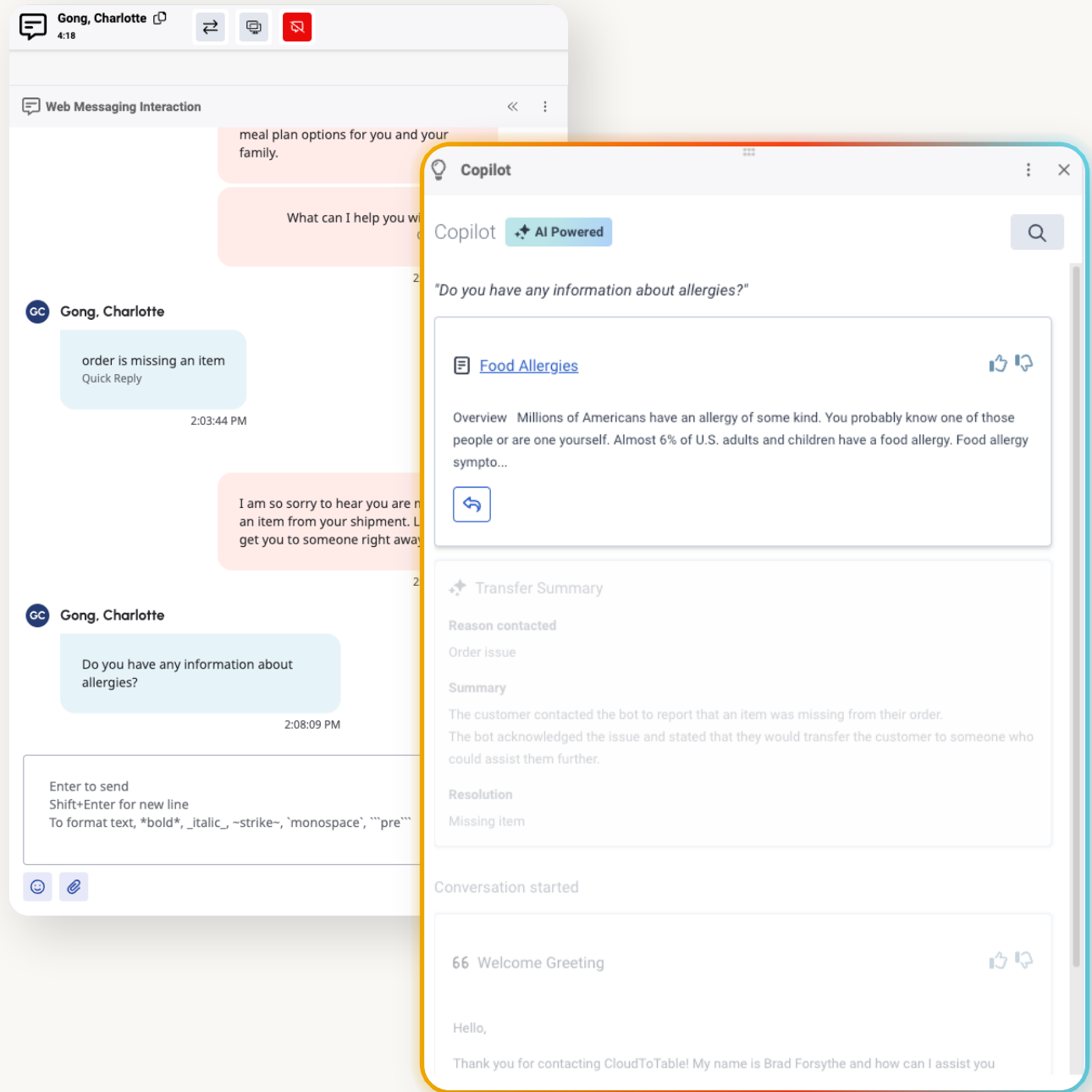
To support fair workload distribution, predictive routing includes tools like occupancy thresholds and idle-time adjustments. AI explainability reports offer visibility into which data drives routing decisions, ensuring transparency and building trust.



Predictive engagement: Use AI to analyze behavior, predict intent across the customer journeys and proactively engage customers at just the right moment through automated or agent-assisted messaging, chatbots or content offers to drive the next-best step in their journeys. By understanding the real-time probability of customers achieving a desirable business outcome, you can respond accordingly with the right engagement – or even direct them to a live agent. With AI-driven insights, customer journey and cross-channel historical data, agents can tailor conversations and deliver more empathetic experiences.



Agent Copilot: Improve the agent experience using Genesys Cloud AI. Automate routine tasks and help employees have more informed conversations without spending time searching for information. Agent Copilot automatically finds and surfaces information to support digital and voice conversations and highlights the exact answer an agent should give to a customer. During customer interactions, Agent Copilot also assists agents by providing next best action recommendations and can help agents with custom scripts. Agent Copilot goes beyond knowledge support and applies generative AI to create automatic interaction summaries, including capturing the reason the customer made contact, and the resolution, and suggests wrap-up codes to reduce the time agents spend completing after-call work. Agent Copilot is available in many languages including French, German, Spanish, Japanese and more. Summaries can be customized to suit the needs of the business.



Knowledge: Genesys Cloud Knowledge Management is a native, AI-powered tool that delivers multilingual content across channels like Agent Copilot, Virtual Agent, Messenger and Knowledge Portal. Using natural language understanding and neural networks, it ensures relevant, context-aware responses. Large language models enhance search, highlight top answers and generate responses from trusted content. Authors can tailor answers by customer segment or touchpoint and create content via GUI or API. Built-in analytics, feedback and the knowledge optimizer enable continuous improvement. Genesys Knowledge integrates flexibly via APIs; UI connectors (Salesforce, ServiceNow); and AppFoundry® Marketplace apps like Shelf and Cresta.

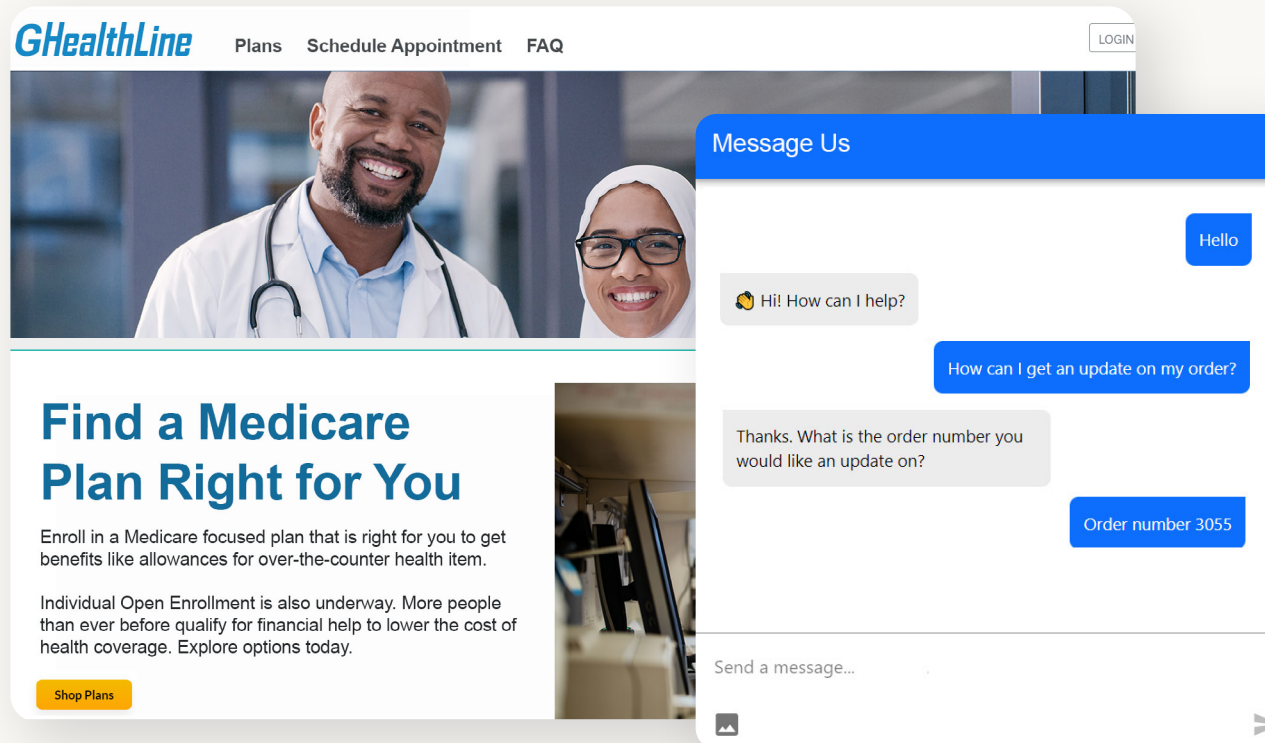
AI-powered workforce engagement: With native AI underpinning an entire **WEM suite**, empower your workforce to automate processes and enhance your entire teams' performance for optimized staffing, performance management, and quality to boost performance and elevate the customer experience.



Unified engagement channels

Unify all customer communication channels to create a seamless, channel-agnostic brand experience — one that allows interactions to move effortlessly across platforms and lets customers focus on the journey, not the medium. Whether it's onsite or in-app messaging, third-party channels, email, SMS or more, every touchpoint works together to deliver a consistent experience.

Web and mobile messaging: Quickly resolve any customer situation using asynchronous messaging with rich media support that is available on websites or mobile apps, using **SDKs**. Empower your agents to more efficiently manage complex inquiries through being able to trigger a co-browse session, with click annotations included. Scale digital interactions through leveraging digital virtual agents, with the ability to easily transition from self-service to a live agent with full interaction and context history. Serve customers at their pace and availability, maintaining continuous messaging experiences across their journey.



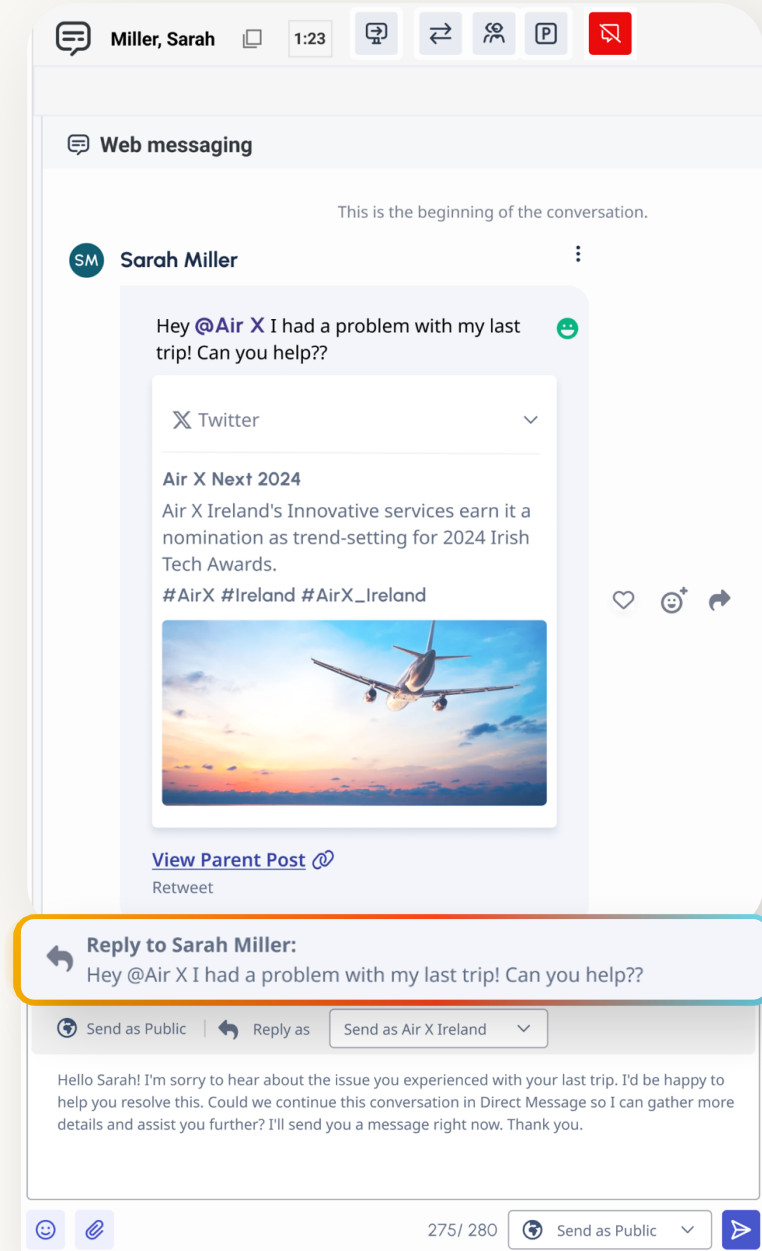
Email: Integrate email into your consistent omnichannel experience. Leverage an agent workspace that integrates managing email, SMS, voice and more while featuring tools like canned responses. Speed up time to reply through routing email to the right agents based on content analysis and agent workloads, improving the likelihood of quick and effective replies.

SMS messaging: SMS gives customers a fast way to interact with you at their convenience and on their preferred channel. Get to the heart of issues faster as well by enabling your agents to receive .jpg, .gif and .png files from inbound and outbound customer interactions. Agents benefit from having this in the same workspace as other channels, streamlining the queue.

Social listening and engagement: Meet your customers on the platforms they already use, including [Facebook](#), X, [Instagram](#) and more. Leverage social listening to manage public social posts, with AI-led sentiment analysis and escalation rules to identify posts that need to be assigned to an agent. These conversations are then brought into the unified agent workspace and include the ability to easily switch and thread a public conversation into a private direct message (DM) conversation.

Third-party messaging: Engage customers across messaging apps, such as [WhatsApp](#), and utilize open messaging APIs to bring in even more channels, such as review sites or a custom developed asynchronous chat. These conversations are then brought into the same interface agents use to handle calls and web messaging chats, routing messages to the right agents for fast responses.

Rich media: Leverage a variety of rich media features for SMS, web messaging and messaging apps such as WhatsApp. Create engaging conversations through supporting inline images, emojis, embeds like videos and file transfers. Customers can also send MMS messages to agents over SMS conversations.



Co-browser: See what your customers see and make interactions simple and painless with co-browse and screen share. If customers are having trouble, they can share their browser pages with your contact center agents or knowledge experts while chatting or speaking with the agent or expert.

Inbound voice routing (ACD): Inbound voice uses your company’s defined business priorities to segment and rank interactions. This enhances your ability to meet your SLAs for all voice interactions – without creating complex routing strategies or adding resources.

Speech-enabled IVR: Equip your customers to resolve issues faster with multilingual speech-enabled IVR. Natural language understanding (NLU) technology lets your customers interact with your system in a way that feels natural.

Callbacks: Use immediate or scheduled callbacks to eliminate long wait times for customers. They can keep their spots in the queue or choose a time that works best for them, increasing customer satisfaction rates.

Genesys Cloud Voice: Get a cloud telephony service that provides public telephony access to any of your Genesys Cloud service

subscriptions. Straightforward administration lets you scale your cloud communications with ease for a completely cloud-based call center solution. Purchase, provision and manage Genesys Cloud Voice services anytime, anywhere with a simple web interface.

Bring your own carrier (BYOC): Leverage your preferred cloud carrier with Genesys Cloud. Maintain an existing relationship with your carriers or establish new ones. Choose the best telephony infrastructure to fit your needs.

Genesys Cloud Voice / Number Management

Number Management

Manage your Genesys Cloud Voice numbers

Numbers

Port Requests

Search From

Search To

Status

Emergency Capable

Country

Q

+1 555-555-0000

Q

+1 555-555-9999

In Service

▼

All

▼

All

▼

Disconnect Number(s)

Edit Location(s)

Edit Toll-free Inbound Restrictions

Purchase Numbers

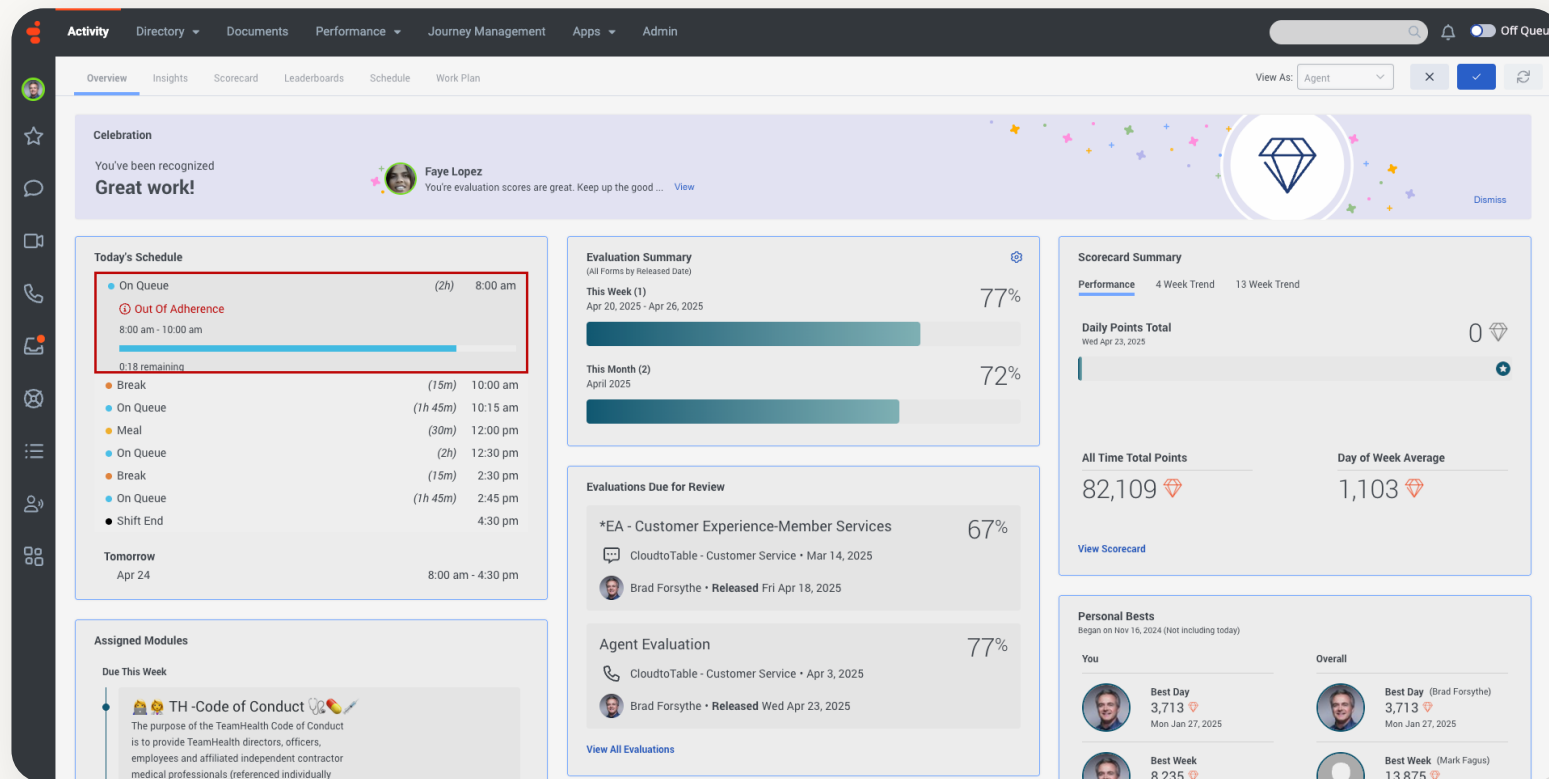
Port Numbers ▼

☐	Genesys Cloud Voice Number	Status	Emergency Capable	Country	Location
☐	+1 703 935 0527	In Service	✓	United States	Genesys RTP 4307 Emperor Blvd Durham, NC, US 27703-8080
☐	+1 703 935 0522	In Service	✓	United States	Genesys RTP 4307 Emperor Blvd Durham, NC, US 27703-8080
☐	+52 55 4164 3177	In Service	✓	Mexico	Genesys RTP 4307 Emperor Blvd Durham, NC, US 27703-8080

Workforce engagement management

With a complete, native suite of workforce engagement management capabilities and operational data into one modern, cloud AI platform, improve the day-to-day and overall employee experience — driving efficiency, productivity and engagement across teams while modernizing and simplifying processes and operations. Enhance efficiency and boost engagement for the entire contact center workforce — improving performance and customer satisfaction for optimal business outcomes.

Employee performance: Ensure the employee journey is personal and unique, helping them progress and add value while achieving critical KPIs with native coaching and engagement tools — driving up engagement and reducing attrition.



Real-time performance insights: Give your teams visibility into their performance against key KPIs with AI-powered scorecards so they know where to improve. With leaderboards and trends, agents can see how their performance is improving over time and against their peers, infusing transparency and fairness into performance management.

Gamification: Make work fun and create a culture of learning, promote fairness and transparency, and decrease time spent onboarding. Inject friendly contests with tangible prizes into daily workflows that motivate agents to push their performance higher. Recognize high performers and provide accessible, real-time insights and actionable recommendations on performance that nudge employees to closely align their actions with personal and business goals.

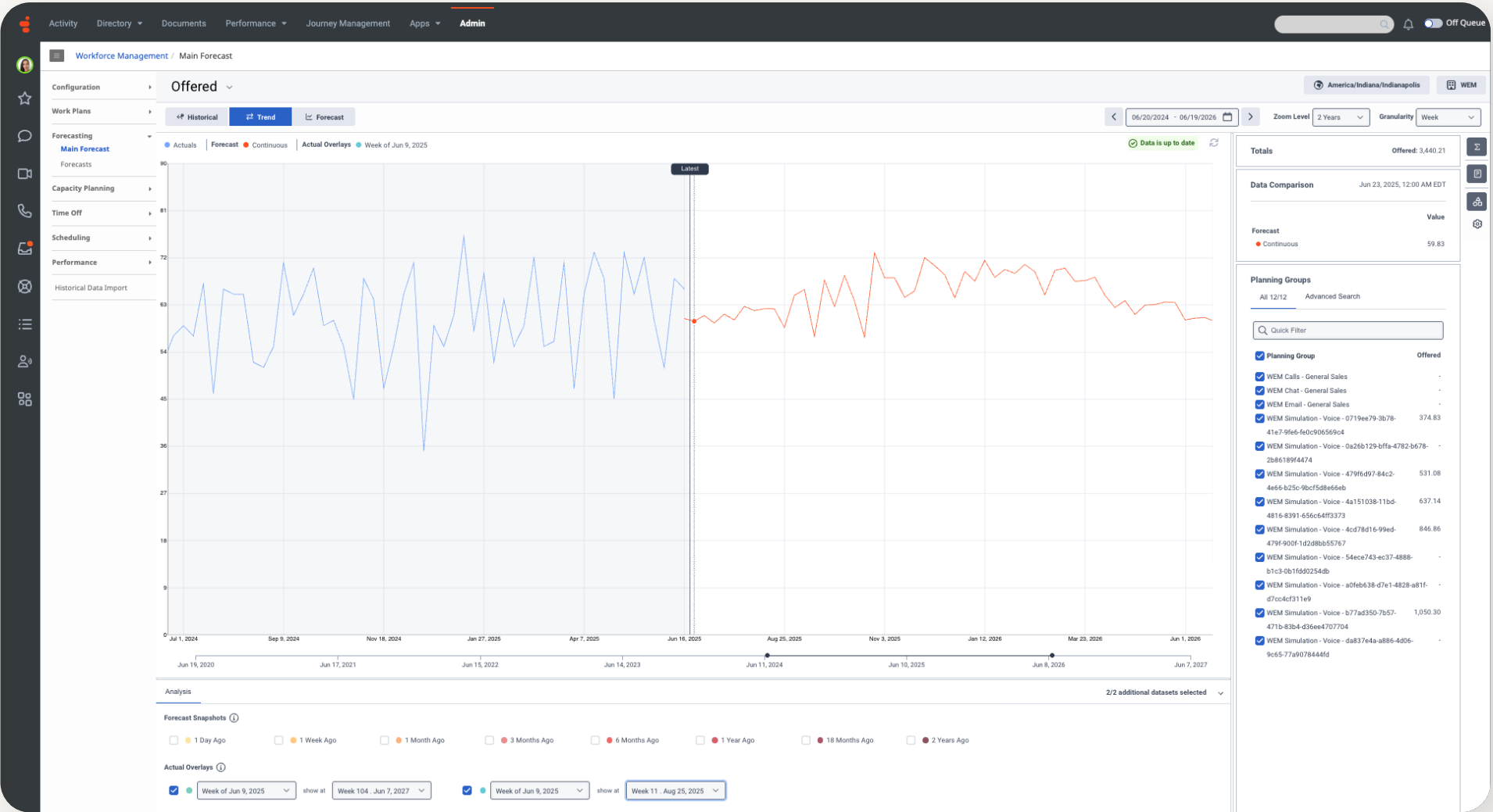
Learning and development: Give your teams targeted training and coaching based on real-time and post-interaction data that helps them achieve their unique goals and supports their preferred way of learning.

Coaching: Help improve agent performance in the moment, driving learning and improvement while leaving agents less frustrated and customers more satisfied. And give tailored coaching at optimal times based on staffing and business needs that improves performance based on employee behaviors.



Workforce management: Streamline workforce management (WFM) with AI-native tools that simplify staffing, scheduling and real-time adaptation. Genesys Cloud WFM unifies planning, performance and employee experience on a single platform.

From forecasting and shift creation to intraday responsiveness and operations management, it enables quicker, more informed decisions, helping you meet demand, improve SLAs and adapt instantly to change. Build agility and engagement into your operations from day one.



AI-powered forecasting: Empower managers and boost accuracy with 27-plus hybrid AI models trained on up to five years of data. Simplify workload predictions, automate short- and long-term forecasts, and select the best-fit algorithms with ease. Detect outliers, adjust for shrinkage and effortlessly generate schedules, all with a click. Real-time visibility eliminates assumptions and drives strategic alignment. Genesys Cloud AI ensures seamless staffing across all channels and service times, delivering a superior operational experience.

Capacity planning: Move from reactive staffing to strategic workforce planning. Genesys Cloud WFM empowers capacity planners to simulate up to two years ahead using real data, forecasted demand and hiring constraints. Run what-if scenarios, align hiring with business growth and prevent over- or under-staffing. Model voice and digital roles in a single, unified view. Bring long-term resource planning and budget alignment into every decision.

AI scheduling: Deliver balanced, cost-effective schedules with AI that adapts to change. Reflect labor rules, agent preferences and forecasted needs across voice, digital and back-office work. Generate accurate, multi-week plans instantly and flex to evolving customer behavior and workload demands.

Ensure schedules are realistic, based on the latest data, and aligned with compliance and performance goals, providing genuine flexibility that keeps operations optimized and people supported.

Time off management: Empower agents to request time off with ease, while maintaining fair, efficient coverage. Genesys Cloud WFM automates approvals while balancing staffing, reducing manual rework. Supervisors stay in control with full visibility, and agents gain the flexibility they need, without disrupting service or performance. Everyone wins with a smarter, more agile approach to time off management.

Intraday monitoring: Give workforce managers a seamless, real-time view for instant, informed decision-making with unified dashboards for schedule adherence, agent status and queue performance. Quickly identify deviations and take action – reschedule, reassign or coach, using data to improve outcomes. Supervisors see planned versus actual activity instantly, helping them stay ahead of issues. With Genesys Cloud, intraday management becomes proactive, not reactive.

Genesys Tempo: Genesys Tempo® gives agents full mobile access to key WFM features, anytime, anywhere. Agents can view schedules,

request time off, trade shifts and receive real-time notifications on the go. With its intuitive design, Tempo keeps employees engaged and in control of their time, driving greater flexibility, satisfaction and adherence.

Quality management: Enhance quality with AI to automate tasks and quality processes; streamline workflows; and identify trends and detect patterns to improve the customer experience, while consistently meeting global compliance standards and safeguarding sensitive data.

Real-time monitoring, AI-driven insights and Voice of the Customer insights help you understand how customers feel when they interact with your agents and how you can turn those insights into actionable data to drive customer loyalty and improve every interaction.

The screenshot displays a performance monitoring interface. At the top, there's a navigation bar with tabs like Activity, Directory, Documents, Performance (selected), Journey Management, Apps, and Admin. Below this is a search bar and a list of call identifiers. The main section shows a call log for 'INTERNAL' (Katherine Gomez) and 'EXTERNAL' (Albuquerque NM). A large audio waveform is visible, with a progress bar indicating '0m 00s / 4m 55s'. Below the waveform, there's a 'Transcript' tab with a list of messages and timestamps. The transcript shows a conversation about a fraud claim and a charge. A callout box on the right highlights an 'AI Powered' section with an 'Interaction Summary'.

INTERNAL
Katherine Gomez
SIP Device
-20

EXTERNAL
Albuquerque NM
+1 505-974-0366
-80 slightly improving

RECORDING START TIME
Thu, April 17, 2025 1:35:56 PM

PROGRESS
0m 00s / 4m 55s

RECORDING END TIME
Thu, April 17, 2025 1:40:52 PM

Transcript

- 02:50 [AI] I really don't understand what you're looking for.
- 02:56 [Customer] Yes, do you have any emails or any type of documentation between you and the supplier to see about,
- 03:05 [Customer] you know what was and wasn't delivered or if you could send us a picture of your doorstep and then also a picture of what was delivered. Like if you have a picture of the delivery agencies like FedEx and Ups. They usually take pictures. Even Amazon will take pictures of the door. So if you can send us like what the delivery looks like as well,
- 03:25 [AI] It was like the one that they sent you, and the delivery message, or even the delivery message link, so we could see that.
- 03:32 [Customer] Okay, Okay, that makes more sense. Yes, I can do that. I can go ahead and send that. Can you please reopen it? And because like I said this, they don't understand that hard to be business, so
- 03:33 [AI] Okay, okay, That makes more sense. Yes, I can do that. I can go ahead and send that. Can you please reopen it? And because, like I said, if they don't know how long it's going to take, and I still want that, if they would be, just be willing to send them. But I'm not gonna keep doing business with a company that it's hard to do business with, so.
- 03:51 [Customer] Yeah, no problem. We'll go ahead and get that resubmitted and it will go back, and ... will take that charge off of your card for now. So there will be a temporary charge until the investigation is complete. Please send that. Do you have the email where you need to send that information?
- 04:09 [AI] Yes, I do. I will go ahead and send that now. And if you could just please update me, I don't know how long it's going to take.
- 04:09 [Customer] Yes, I do. I will go ahead and send that now. And if it just please update me, I don't know how long it's going to take.
- 04:19 [Customer] Yeah, well, it's gonna take about again. It takes typically like 30 days. Sometimes quicker. But if you see any emails, if you have any questions or if they don't have more information, please feel free to call back. I'll be happy to help you clarify anything. Is there anything else I can help you with today?

AI Powered

Interaction Summary

Customer called regarding a fraud claim filed for a charge that was recently re-added to their card. The customer had previously filed a fraud claim because the company never sent the ordered items. The agent explained that the company had requested documentation via email, which was not received. The agent asked the customer to send a picture of their porch to prove they didn't receive the delivery. The customer agreed to send this information. The agent advised that the claim would be reopened and the charge temporarily removed until the investigation is complete. The customer expressed frustration with the process but appreciated the agent's help.

[Show Less](#)

Supervisor Copilot: Enhance supervisors with a native copilot. Native AI generates interaction summaries and pulls out key insights such as reason for sentiment, reason for contact and agent action items based on contextual understanding — reducing review effort while pinpointing areas of improvement. And on-demand translation supports a global workforce by translating interactions in over 70 languages. Reduce manual effort while empowering supervisors with contextual insights so they can focus on driving value and increase team performance.

Virtual Supervisor: Automate evaluations with Virtual Supervisor based on context. Virtual Supervisor automatically scores evaluations and provides reasoning for selection, removing the manual effort and bias while driving scalability and consistency in evaluations. With AI scoring evaluations, supervisors can focus on improving performance.

AI-powered speech and text analytics: Experience advanced speech and text analytics. Harness AI-powered tools for workforce engagement management strategies. Leverage AI capabilities to identify trends, customer sentiment, agent empathy and crucial topics, enhancing workforce performance. Empower

supervisors and managers and enable data-driven decisions while ensuring compliance and improving customer interactions.

Interaction and screen recording: Have comprehensive recording for all channels with two recording modes: user-based and policy-based. Seamlessly configure policies for retention, deletion and archiving of recordings. Experience high-quality screen recording via WebRTC streaming with secure synchronized audio. Leverage advanced storage options and powerful search functionalities for recordings. Ensure robust security through strong encryption, compliance certifications and secure call flow features.

Quality management and evaluations: Customize evaluation forms or use out of the box forms to align quality evaluations with your organizational goals and KPIs. Layer on AI to score evaluations to reduce manual effort. Policies, calibration and compliance are built in to ensure your quality evaluations meet your business needs and drive performance improvement.

Voice of the Customer: Amplify customer feedback through Voice of the Customer surveys. Collect post-interaction insights effortlessly via web-based surveys. Seamlessly

integrate survey responses with quality management to incorporate the Voice of the Customer into evaluations. Drive employee performance alignment with business objectives using valuable customer feedback.



Outbound

Genesys Cloud Outbound helps you engage customers at the right moment with personalized, relevant outreach. Run automated and agent-assisted campaigns across voice and digital channels all from the same platform that manages inbound interactions to streamline operations, boost agent productivity and turn outbound engagement into a strategic advantage.

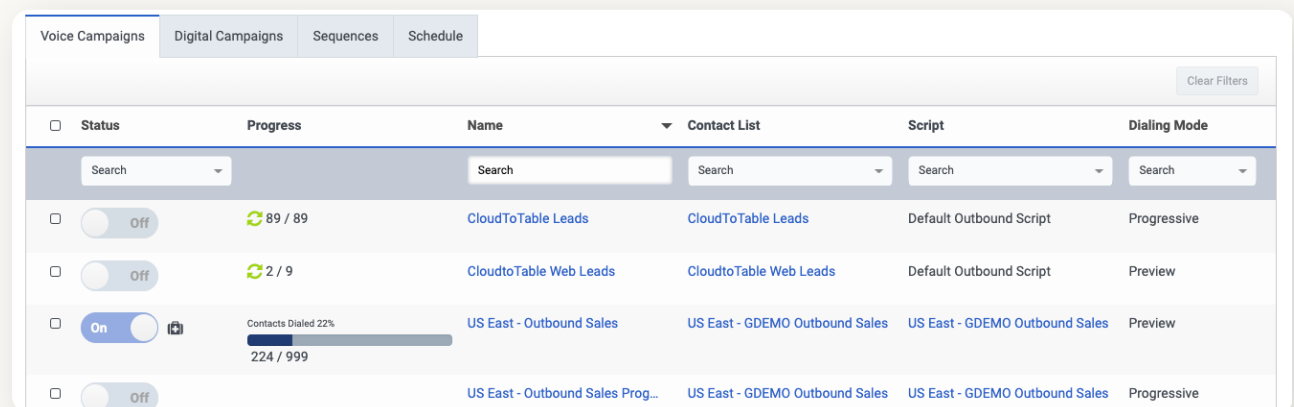
Agentless campaigns: Automate outreach at scale by combining lower-cost channels with self-service bots for voice and digital interactions. Deliver high-volume communications like appointment reminders, payment prompts and service updates to increase productivity and cost-effectiveness of your outreach strategies.

Digital and voice campaigns: Engage customers on their terms with digital and voice campaigns across SMS, email, WhatsApp and more. Trigger proactive outreach based on key events and deliver timely, personalized messages on their preferred channels — all from one platform that supports complete outbound processes.

Advanced list management: Streamline list management with built-in tools to segment, filter and update contact lists on the fly without disrupting active campaigns. Dynamic list handling and flexible rules keep outreach relevant and efficient across channels. With centralized control and intuitive design, teams can move faster, adapt quickly and scale personalized engagement with ease.

Simplify compliance: Meet evolving regulatory requirements with built-in tools that simplify policies like TCPA, GDPR and more. Automate contact suppression, manage consent and apply rules at the campaign level. With centralized administration and real-time updates, teams can reduce risk and maintain trust at scale.

Integrated analytics and reporting: Unlock real-time insights to monitor campaign performance, agent activity and contact outcomes across all channels in one place. With customizable dashboards and built-in intelligence, you can optimize outreach on the fly, improve results and scale proactive, personalized engagement with confidence.



Voice Campaigns					
Digital Campaigns					
Sequences					
Schedule					
Clear Filters					
Status	Progress	Name	Contact List	Script	Dialing Mode
☐	Search	Search	Search	Search	Search
☐ Off	89 / 89	CloudToTable Leads	CloudToTable Leads	Default Outbound Script	Progressive
☐ Off	2 / 9	CloudtoTable Web Leads	CloudtoTable Web Leads	Default Outbound Script	Preview
☐ On	Contacts Dialed 22% 224 / 999	US East - Outbound Sales	US East - GDEMO Outbound Sales	US East - GDEMO Outbound Sales	Preview
☐ Off		US East - Outbound Sales Prog...	US East - GDEMO Outbound Sales	US East - GDEMO Outbound Sales	Progressive

Work automation

Genesys Cloud Work Automation extends orchestration beyond the contact center into the back-office by connecting systems and teams to turn customer intent into coordinated, accountable action. It streamlines employee processes, uses workflow-driven task routing to ensure the right work happens at the right time, and provides real-time visibility to drive customer-centric outcomes.

Flexible task ingestion: Easily capture tasks from multiple sources and applications via API. Attach all relevant attributes to have smarter prioritization, distribution and context for employees.

Centralized task view: Control all captured task statuses, processing and assignment in real time from a single view. Search, filter and take action when needed from a single administration interface.

Workflow design for business users: Create custom task flows with defined statuses and transitions that blend automated and agent-assisted actions to keep work moving and prevent backlog.

Use proactive notifications, back-end integrations and contact center routing to connect work across teams and systems.

Actionable analytics: Task analytics give visibility into work by type, process and location (e.g., queue vs. workbin), with reports like work-item lifecycle and average handle time to help teams identify trends, bottlenecks and improvement opportunities.

Unified agent workspace: A single, integrated desktop equips agents with everything they need to process and visualize all customer inquiries at their fingertips. Gain immediate access to contact details, history, knowledge, context and agent assistance tools.

Workitem Interaction

Schedule premium transportation Open

Workbin	Worktype	Due	Priority
Transport	Transportation	10/16/2024, 00:00 AM	100

Find custom attributes

Collection date: 11/11/23 Time: 12:00 AM

Transportation method: Limousine

Collection location: Hilton Nashville Downtown Transport Company: Limo World

Beverages/Snacks required: ☒

Payment Method: Mastercard

Number of passengers: 4

Drop-off location: Bridgestone Area

Trip details: This will be a one-way trip, the customer will require pick-up from collection location only.

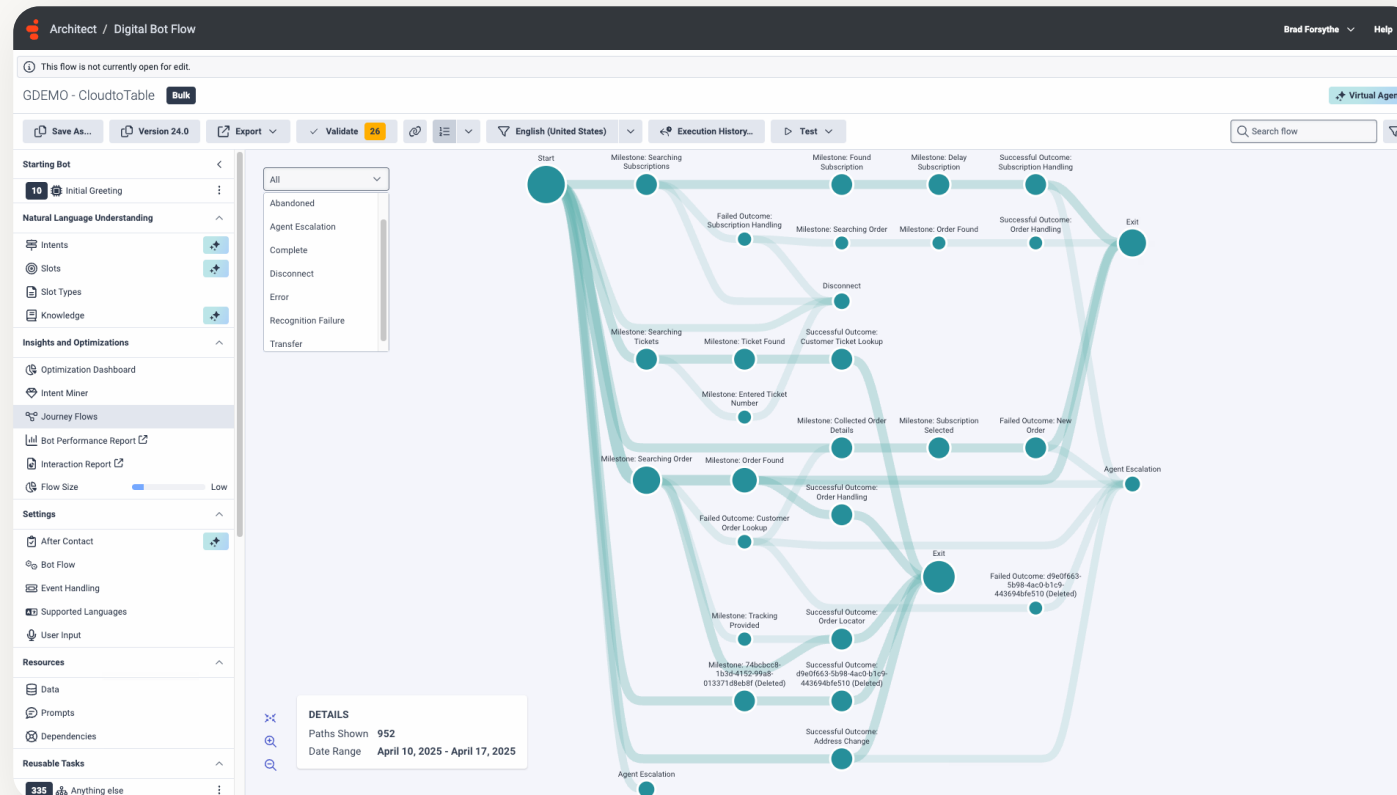
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Analytics and reporting

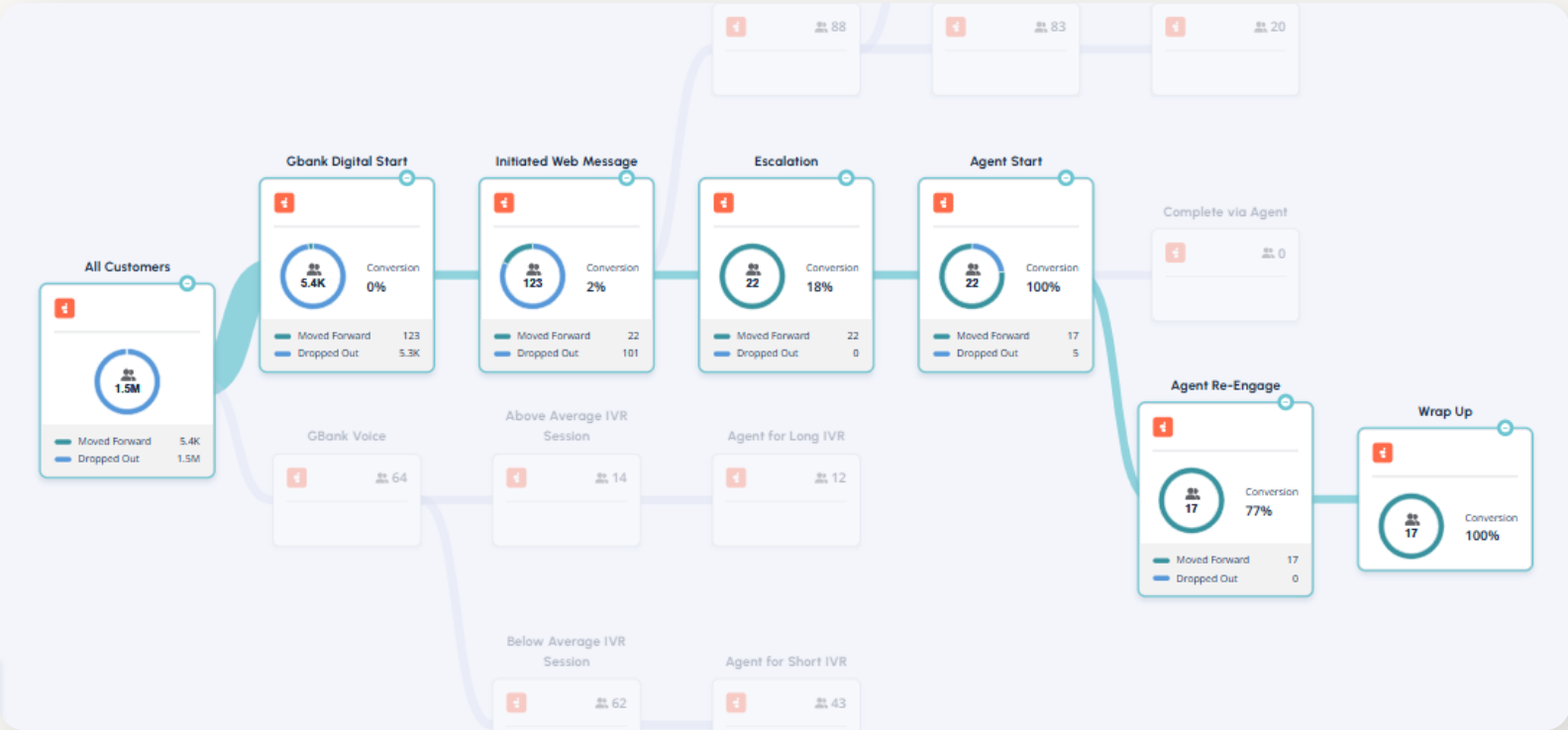
Genesys Cloud Analytics and Journey Management provide deep visibility into customer behavior and operational performance across channels. Teams can evaluate journeys, monitor KPIs and explore patterns in both self-service and agent-assisted interactions. With insights into engagement, conversion and containment, organizations can improve outcomes, prove value and drive smarter decisions at every level.

Journey Management: Genesys Cloud Journey Management is an end-to-end solution that helps customer-centric organizations understand and optimize experiences across digital and voice channels. By visualizing, measuring and monitoring entire journeys — not just individual interactions — it uncovers hidden behaviors, identifies friction and connects actions to outcomes to demonstrate the value of digital and AI investments.



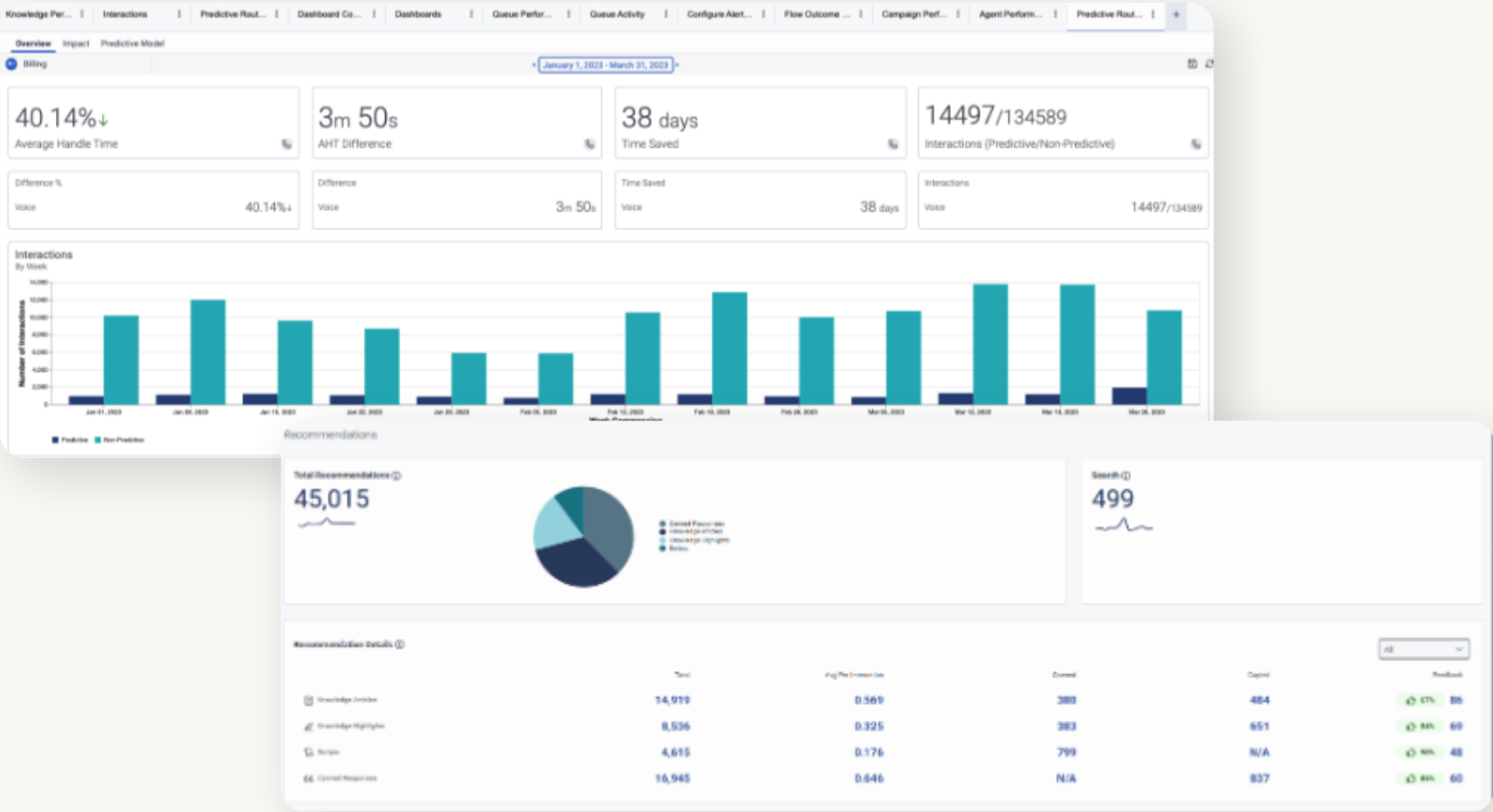
Journey Flows: Integrated within Architect, Journey Flows provides data-driven journey maps that help organizations visualize single-channel interaction patterns and uncover opportunities for improvement. It shows the actual paths customers take to complete tasks like paying a bill or updating account info, and identifies friction such as repeated steps, unnecessary channel switches or journey abandonment.

Journey Analyzer: Journey Analyzer helps organizations understand customer behavior at scale by mapping and analyzing journeys across multiple channels. Its no-code, drag-and-drop interface makes it easy to explore data, track conversions and spot friction. By visualizing trends and behavior over time, teams can make smarter, insight-driven decisions to elevate experiences and drive outcomes.



Dashboards and real-time alerts: Access instant insights with prebuilt dashboards tailored to operational best practices, including dashboards designed specifically to understand ROI on critical investments like Agent Copilot.

Real-time alerts with anomaly detection keep your teams informed of performance deviations, enabling quick action to maintain service levels. Easily customize and share dashboards using flexible widgets to monitor the metrics that matter most to your business.



Data exploration: Effortlessly combine real-time and historical data to explore performance trends and investigate anomalies. Drill down into detailed reports to identify root causes and optimize operations. Configurable reporting tools empower teams across roles to perform targeted data exploration without complexity. Export reports to distribute findings and support strategic decision-making.

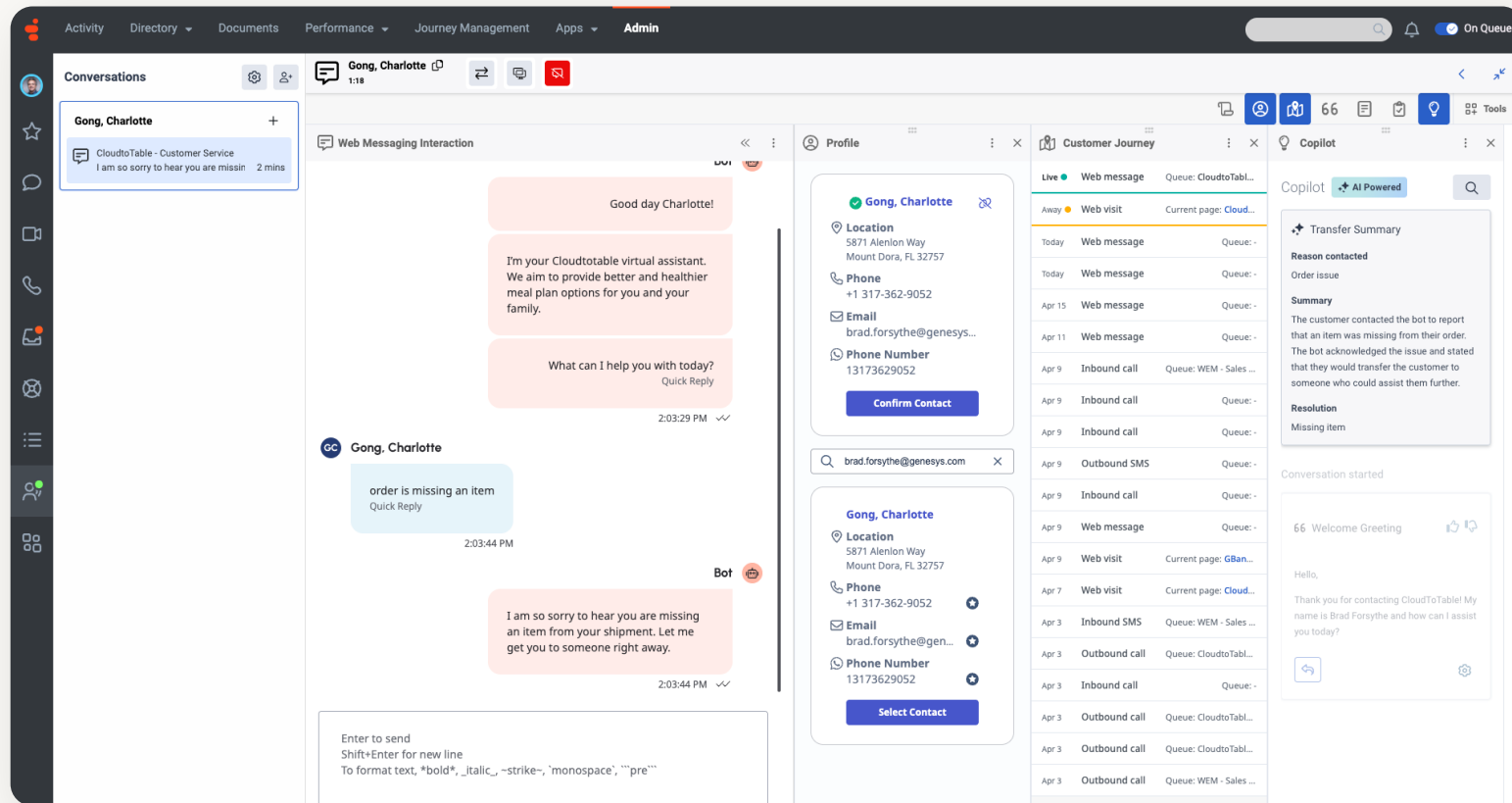
Flexible data integration and BI interoperability: Efficiently export analytics data for deeper analysis and visualization using your preferred BI tools like Tableau and Power BI, directly integrated through the AppFoundry Marketplace. With scalable APIs, you can automate complex reporting tasks, enabling your organization to extend analytics seamlessly across your entire data ecosystem.

Queue Activity	:	Queue Perfor...	:	Insights	:	Interactions	:	+
Activity	Performance	Email	Message	Interactions	Agents	Topics	Wrap-Up	
← CloudtoTable - Customer Supp...							June 2025	▶
	Offer	Answer %	Abandon %	ASA	Service Lev...	Avg Wait	Avg Handle	Avg Talk
	176	132 75%	44 25%	19s	68% 80%	43s	3m 43s	3m 38s
Chart Unavailable Select a column in the summary row								
Interval	Offer	Answer %	Abandon %	ASA	Service Lev...	Avg Wait	Avg Handle	Avg Talk
Jun 1, 2025	-	- -	- -	-	- -	-	-	-
Jun 2, 2025	6	6 100%	- -	9s	100% 80%	9s	3m 12s	3m 11s
Jun 3, 2025	10	8 80%	2 20%	17s	60% 80%	36s	5m 53s	5m 46s
Jun 4, 2025	9	8 89%	1 11%	8s	89% 80%	20s	6m 4s	5m 46s
Jun 5, 2025	6	1 17%	5 83%	15s	17% 80%	4m 15s	1m 58s	1m 57s
Jun 6, 2025	13	10 77%	3 23%	21s	69% 80%	1m 19s	3m 41s	3m 40s

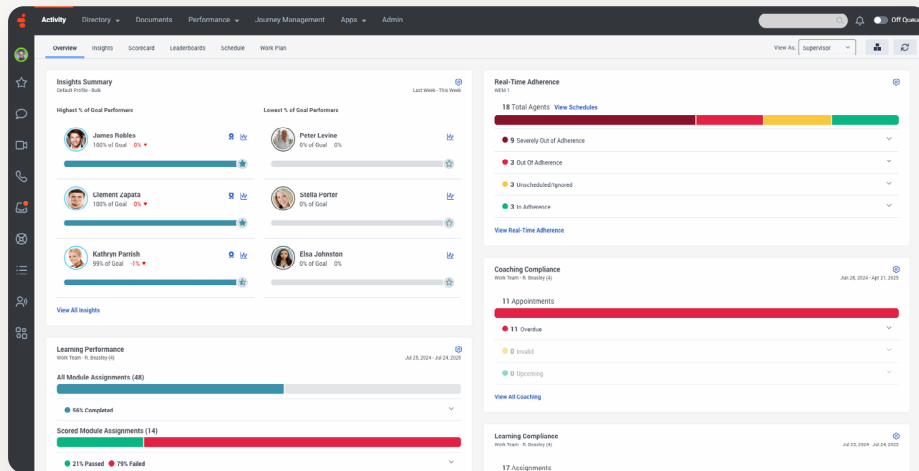
Unified workspace

Get a single do-it-all interface to enable every layer of the business to affect change. From system configuration and customization to engaging employees and customers, make it easy for your teams to do their jobs with a single role and permissions web-based interface.

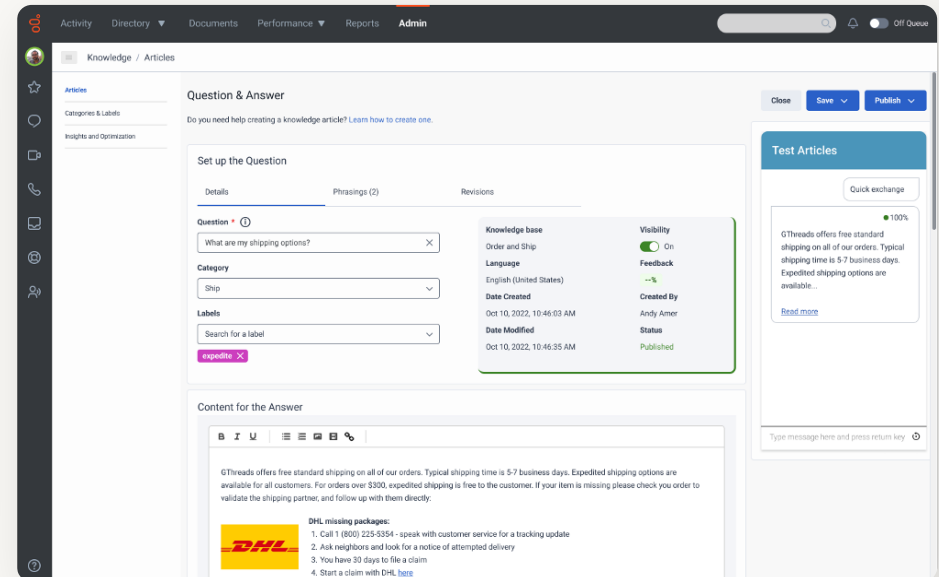
Agent experience: Your agents can manage both on-queue and off-queue tasks using the same interface. Get instant access to omnichannel interactions — tools that speed effective response, learning, coaching, schedule management and more. The agent workspace supports viewing more than one tool at a time, allowing agents to see, for instance, the customer's journey and Agent Copilot suggestions simultaneously.



Supervisor experience: Tackle both employee management and business KPIs from the same interface. Use AI-powered capabilities to automate scheduling, forecasting and more. Get actionable insights across the customer journey to make informed decisions and improve results.



Administrator experience: In a single location — and with a single login — compose customer and employee experiences with an extensive admin toolset. Manage users, provision numbers, program virtual agents, create knowledge bases, configure routing, integrate systems, design interaction flows and much more.



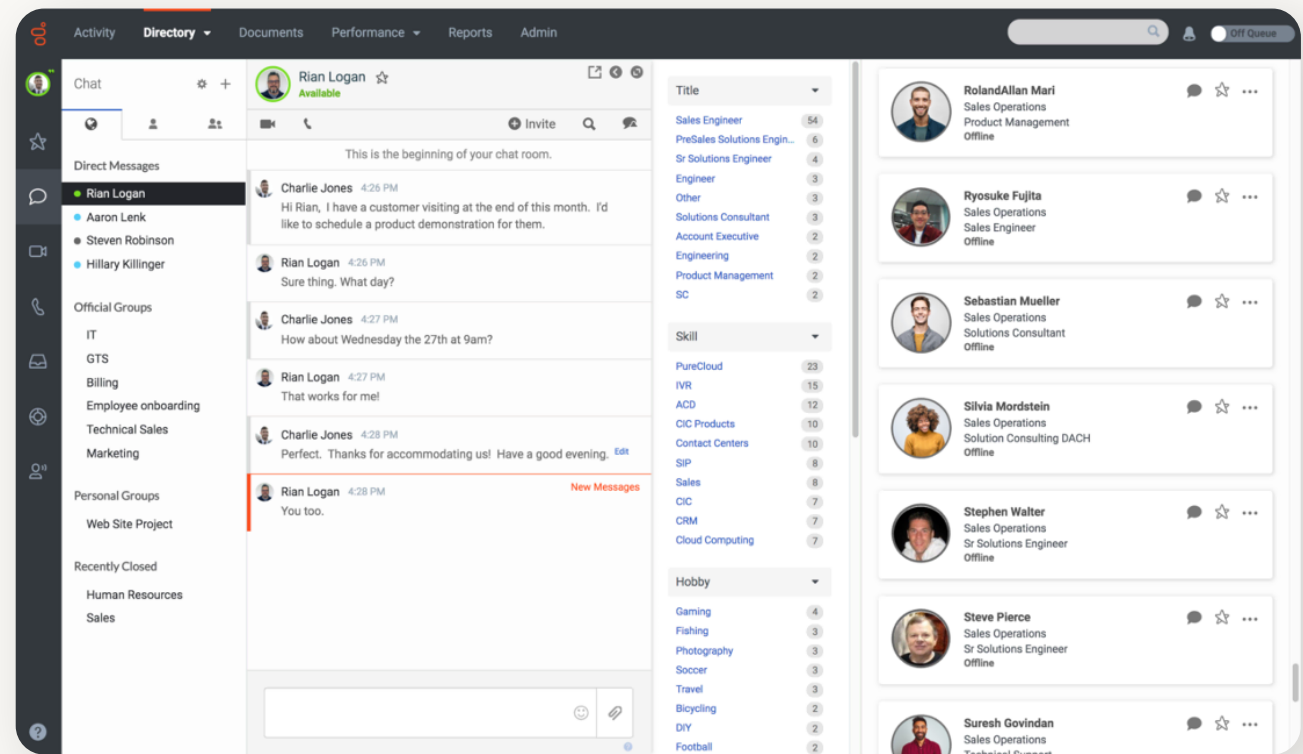
Unified communications and collaboration

Bring your workforce together and eliminate silos with the **unified communications and collaboration** (UCC) solutions of Genesys Cloud. Whether using the platform's native capabilities or integrating existing enterprise UCC solutions, you'll streamline voice, video, messaging and file sharing to connect teams faster, resolve issues quicker, and deliver better outcomes for customers and the business.

Anywhere access: Give your employees a modern, integrated communications solution. With Genesys Cloud, your teams aren't bound by location or hardware. This web-based unified communications solution, softphone and native mobile app keep your workforce united, equipped and engaged — no matter where they are.

Business communications: Seamlessly connect contact center users, business users, vendors, partners and customers with Genesys Cloud or through one of our many turnkey integrations with other enterprise UCC solutions, including **Microsoft Teams** and **Zoom**. Unifying communications across your company drives faster response times and improves business outcomes.

Employee collaboration: Collaboration tools give teams access to multiple communication channels from a single application — on any device. Colleagues can use video, softphone, screen sharing, persistent chat channels, rich employee profiles and document management — all in one integrated solution.



Building block 2: Marketplace

The **Genesys AppFoundry Marketplace** is both an expansive marketplace and integration builder that empowers organizations to quickly discover, trial and deploy prebuilt apps and integrations from Genesys and trusted partners. With over 600 turnkey solutions spanning CRM, collaboration, business intelligence, workforce management, security, compliance and more, AppFoundry helps you address industry-specific processes and use cases effortlessly.

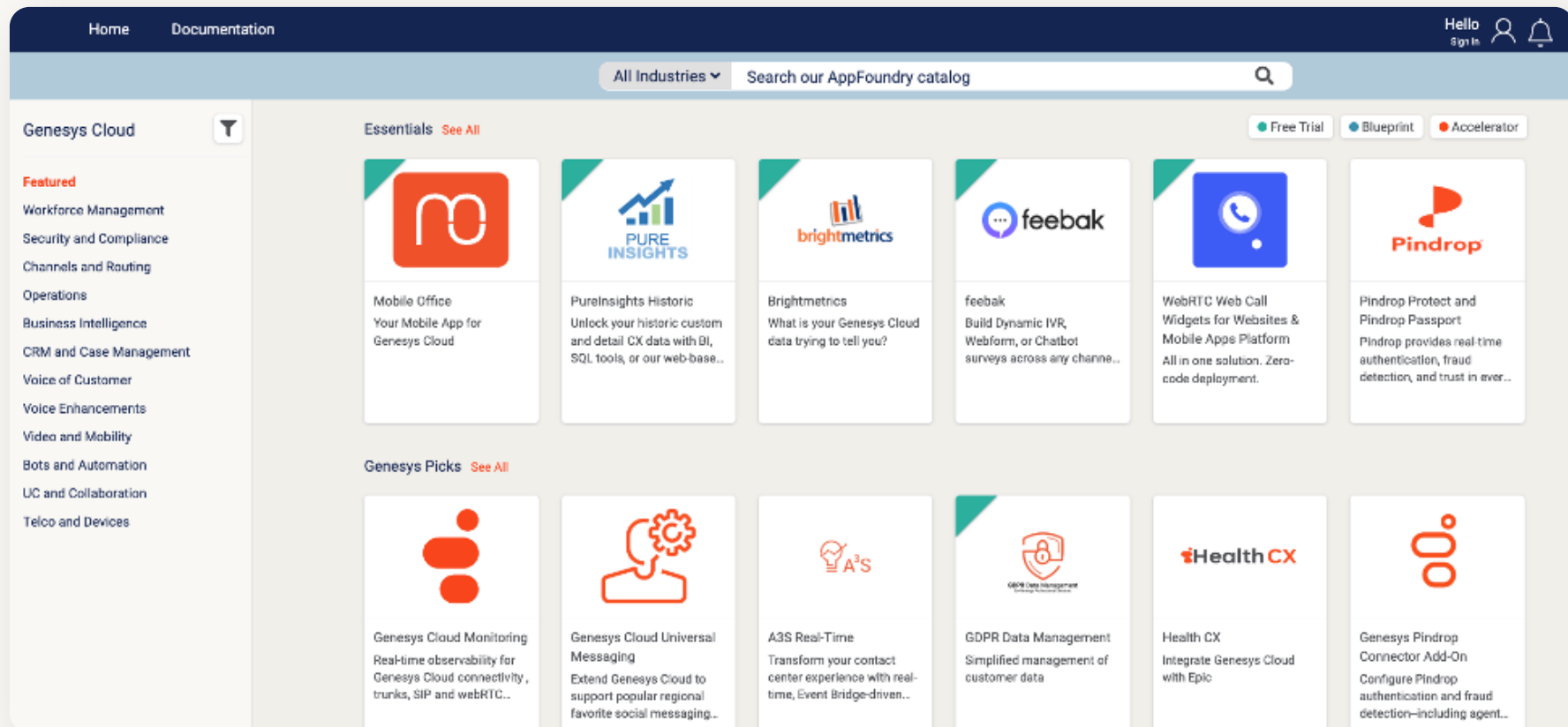


Partner apps

Extend Genesys Cloud in and beyond the contact center with over 300 trusted marketplace partners. Partner apps and integrations go through a rigorous review process to ensure high quality, security and performance — empowering you to enhance customer and employee experiences at scale.

Free trials: Discover and try partner apps risk-free with over 100 free trials. Explore powerful integrations and solutions with no upfront commitment. Trials make it easy to evaluate app fit, value and performance before you buy — helping you extend and optimize Genesys Cloud with confidence.

Unified quoting, billing and installation: With a unified billing and deployment model, most partner apps can be quoted, purchased and installed directly through the AppFoundry Marketplace — making procurement and setup fast and hassle-free.



Genesys-built apps

Apps developed by Genesys are made available to the public either for free or at an additional cost. This includes Genesys prebuilt integrations to popular CRM, UCC and AI platforms, as well as innovative Genesys-developed solutions like [Genesys Cloud Dialog Engine Bot Flows](#), [Genesys Cloud Predictive Routing](#) and Genesys Cloud Voice Transcription.

Accelerators: Accelerators are sample configurations that you can directly deploy into your Genesys Cloud organization. Accelerators range from turnkey solutions to reference architectures that you can leverage to create custom solutions. Examples of accelerators include data actions, bot flows, architect flows and attribute-based security fragments.

Blueprints: Blueprints provide detailed instructions, comprehensive toolkits and open-source code repositories to assist developers in crafting custom integrations with third-party products and complex solutions within Genesys Cloud.

Integrations: In today's experience-driven world, every customer interaction counts. By bringing your essential CX apps — like leading CRM and UCC tools — directly to the front line, your agents gain the context and support they need to deliver exceptional service. A unified desktop enables seamless omnichannel interaction management and real-time customer insight. CRM integrations streamline routing and workflows for greater accuracy and efficiency, while UCC integrations improve internal collaboration so agents can resolve customer issues faster than ever.

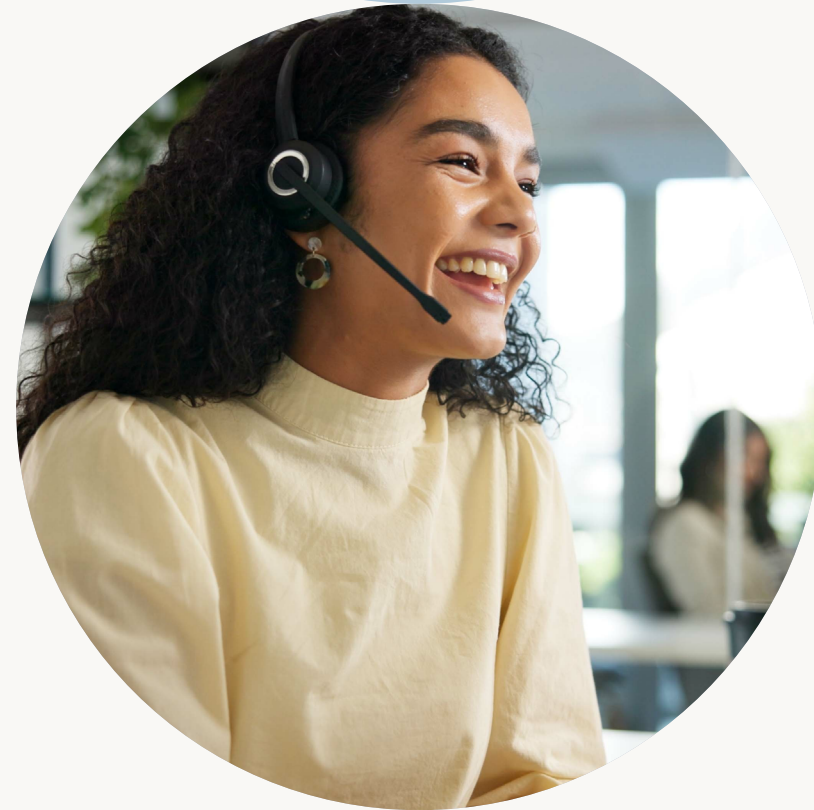
Professional Services apps: Professional Services apps are expert-built solutions developed and supported by Genesys Professional Services. These applications enhance Genesys Cloud deployments with tailored functionalities to meet specific business needs. Examples include the AS3, which provides real-time and historical dashboards of contact center analytics and GDPR Data Management, which aids the management of customer data as part of General Data Protection Regulation and other data privacy regulations.

The screenshot shows a web-based configuration interface for a Genesys Cloud Accelerator. At the top, there is a progress bar with three steps: 1. Accelerator Steps (active), 2. Post Installation Instructions, and 3. Customize. The main content area is titled "Install Web Messaging Triage Bot" and includes a sub-header "webmessaging Architect". Below this, there is a descriptive paragraph: "This CX Accelerator will install a web messaging triage bot. The messaging bot triage the end of the conversation to see if the conversation has been resolved and asks customers if they still want to speak to an agent. You can deploy all the components used in this solution with the Terraform Genesys Cloud CX as Code provider." The interface contains several input fields for configuration: "Client Id", "Client Secret", "Email", and "Division", each with a help icon. To the right, there is a "Documentation Links" section with a link to "Visit Genesys Documentation Website".



Building block 3: Ecosystem

Delivering seamless customer experiences requires collaboration across your entire organization — and it begins by connecting your contact center with other business-critical systems. Genesys Cloud simplifies this process with [open APIs, easy integration options](#), and a wide range of prebuilt apps and connectors. By tapping into your unique mix of data and services, the platform orchestrates consistent, frictionless customer interactions throughout the journey — both within and beyond the contact center. While Genesys Cloud can integrate with virtually any system, the following section highlights how to connect it with some of today's most popular enterprise solutions.



Adobe

Adobe and Genesys unify data across marketing, commerce, sales and service to power world-class customer experiences at scale. With integration between Genesys Cloud and Adobe Experience Cloud, brands use insights across every touchpoint to enable more intelligent, continuous and personalized customer engagement.

Adobe Experience Platform: The integration between Genesys Cloud and Adobe Experience Platform helps brands enrich customer profiles by linking an individual's marketing and contact center history with their real-time intent. This gives agents more customer insights, which are accessible from a single desktop. It enables more highly personalized experiences, especially when paired with Genesys Cloud Predictive Engagement, so organizations can optimize customer interactions, resulting in improved customer loyalty and retention, sales conversions, and ROI.

Adobe data actions: Create custom actions that you can then use throughout Genesys Cloud to act on data in Adobe. You can use these custom actions to make routing decisions within your interaction flow in Architect, to present information to your agents in scripts or to act on data in other ways.



Amazon Web Services

Genesys Cloud, natively built on Amazon Web Services (AWS) and an [AWS Well-Architected solution](#), spans 20 regions, enabling low-latency, high-availability and data residency compliant experience worldwide. Along with an architecture-level integration to Amazon Bedrock, companies can easily integrate AWS CCI AI/ML services like Lex, Polly and Kendra to boost automation, voice and insights. Available on [AWS Marketplace](#), Genesys Cloud qualifies for AWS Enterprise Discount Program (EDP) credits, helping organizations simplify their journey to the cloud.

Direct Connect: Improve your Genesys Cloud connection by using AWS Direct Connect to set up a dedicated connection between your on-premises network and the AWS hosted Genesys Cloud service. Doing so improves the quality of your connection to Genesys Cloud by allowing you to cut out an internet service provider as an intermediary.

EventBridge: Amazon EventBridge delivers a stream of real-time data from event sources, such as Genesys Cloud, to targets like AWS Lambda and other Software as a Service (SaaS) applications.

Lambda: Create custom actions that you can then use throughout Genesys Cloud to invoke AWS Lambda functions in your AWS account directly. You can use these custom actions to make routing decisions within your interaction flow in Architect, to present information to your agents in scripts or to act on data in other ways.

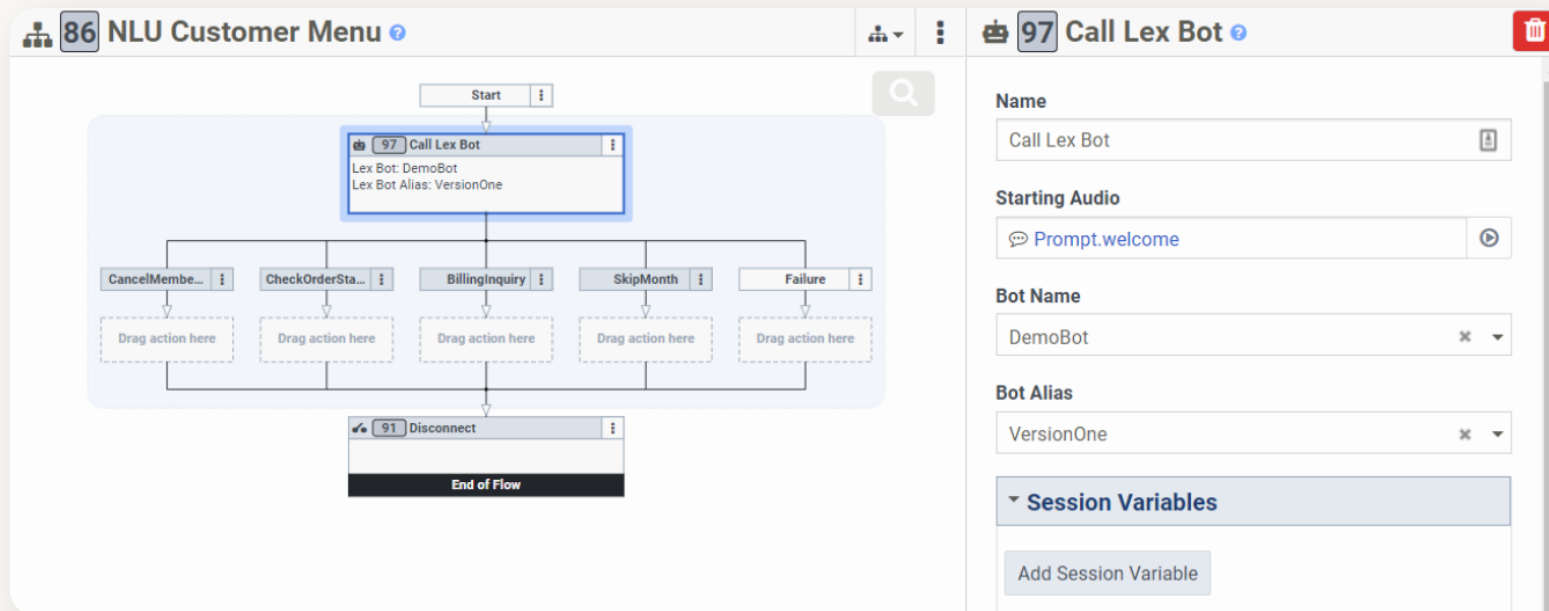


Polly: Amazon Polly is a TTS service that uses advanced deep-learning technologies to synthesize speech that sounds like a human voice. Genesys Cloud includes a native TTS engine; however, you can add third-party TTS engine integrations that expand language options and voices (e.g., Arabic, Korean).

Lex and Lex V2: The Genesys Cloud integration with Amazon Lex and Lex V2 allows bots to interact conversationally with customers. Use the Amazon Lex integration to call Lex chatbot actions in Architect flows.

S3: Enable quality managers to create a policy to automatically export recordings, screen recordings, attachments and metadata in bulk – and store them in a configured AWS S3 bucket.

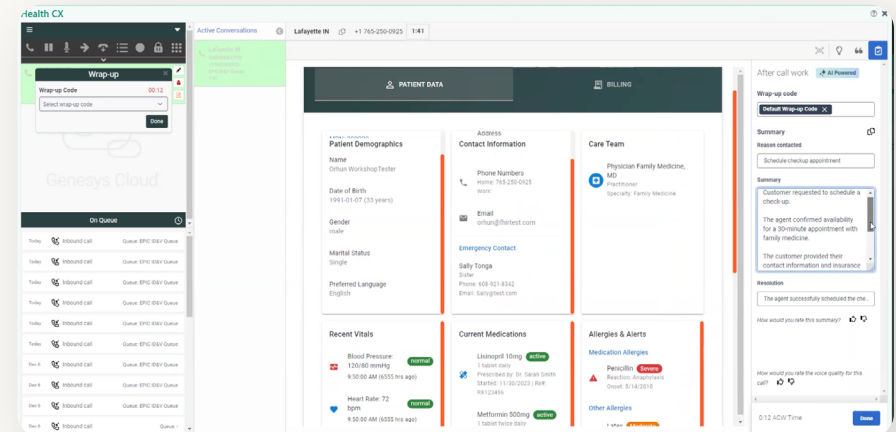
Transcribe: Ingest an audio stream from Genesys Cloud via Audiohook and transcribe to text for live call analysis.



Epic

Genesys and Epic have joined forces to deliver more connected, personalized patient experiences. By integrating Genesys Cloud with the Epic Cheers CRM system, healthcare organizations can unify digital and voice interactions into a single interface. This collaboration empowers care teams with real-time context, streamlines workflows and enhances patient engagement — driving better outcomes and operational efficiency across the healthcare journey.

Health CX: Health CX integrates Genesys Cloud with Epic EHR to streamline patient-provider communications and improve operational efficiency. It automates routine tasks like appointment reminders, billing and follow-ups while supporting voice, email and text for omnichannel engagement. With embedded call controls in Epic and AI-powered tools like auto-summarization, Health CX reduces administrative burden, enhances staff productivity and ensures secure HIPAA-compliant patient data management. The jointly developed solution empowers healthcare organizations to deliver a better patient experience while maintaining compliance and improving outcomes.



Google Cloud

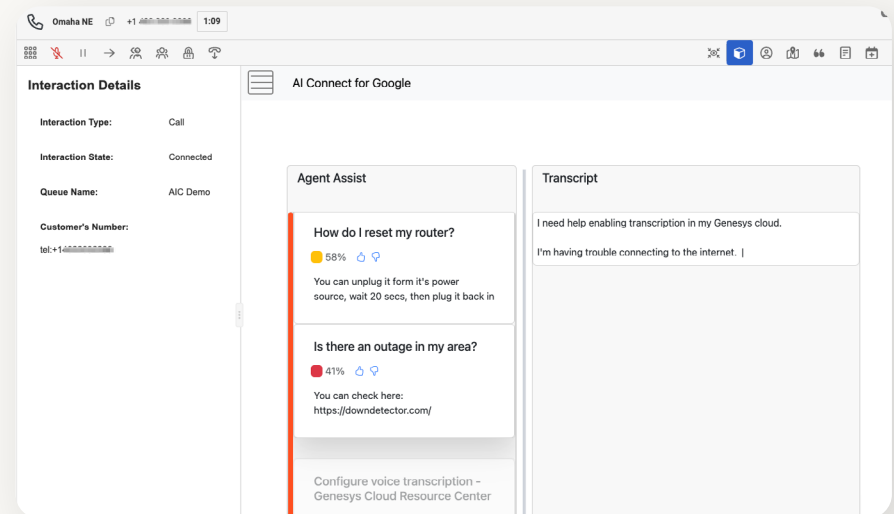
Google Cloud and Genesys offer a joint contact center AI solution for more personalized and meaningful engagements – with higher efficiency at lower cost. Its seamless integration combines NLU and speech analytics from Google Cloud with industry-leading cloud contact center software from Genesys.

Real-time assistance empowers agents to answer complex queries quickly and efficiently. Genesys customers can use the simple, secure and flexible Google Cloud Contact Center AI to quickly implement, train, configure and use bots – then act on them across any channel.

AI Connect for Google: Leverage your existing Google CCAI Agent Assist and Insight tools infrastructure for surfacing knowledge articles, capturing the sentiment of the conversation and creating conversation summaries, directly in Genesys Cloud.

Google Dialogflow ES: Use Google NLU as an alternative to native Genesys Cloud bots within Genesys Cloud inbound call, chat and message flows.

Google Dialogflow CX: Call Google Dialogflow CX bot actions in Genesys Cloud call and message flows. Use sentiment analysis in integrations.



Google Text-to-Speech (TTS): Engage with high-quality synthesized voices that give callers a sense of familiarity and personalization. Choose from an extensive selection of over 220 voices across more than 40 languages and variants. Pick the voice that works best for your customers and application. Genesys Cloud includes a default TTS engine; however, you can add third-party TTS engine integrations that expand language options and voices.

Google Speech-to-Text (STT): This real-time transcription service can be used to automate voice interactions, such as voice activated bots. It can transcribe customer utterances while Genesys Cloud data actions send the utterances to a bot to process the request and calculate an outcome that can then be communicated to the customers using text-to-speech. Administrators and flow authors can use Google Cloud STT in Architect bot flows for speech-to-text integration on a per-flow basis.

Google data actions: Genesys Cloud Google data actions allow you to create custom actions that can retrieve, update or create data in Google applications. You can use data actions to make routing decisions within your interaction flow in Architect, to present information to your agents in scripts or to act on data in other ways.

Google G Suite for Single Sign-on (SSO): Customers can leverage Google G Suite as an identity provider for SSO to Genesys Cloud.

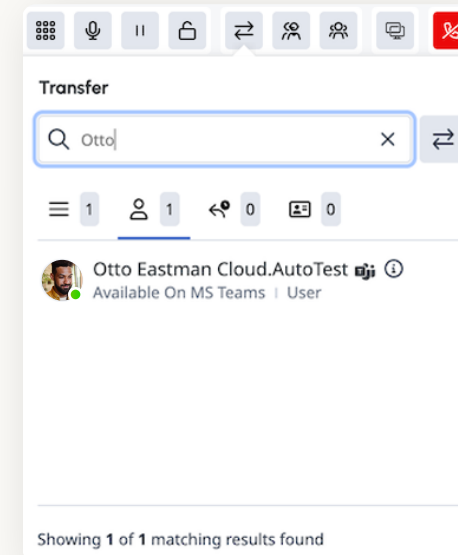


Microsoft

Microsoft technology and expertise in productivity applications combines with Genesys technology and expertise in omnichannel customer experience. Our expanding alliance includes Microsoft Teams integration with Genesys Cloud. The alliance also unlocks new value, personalization and insights via Microsoft Dynamics 365 and Microsoft Cognitive Services.

Genesys Cloud for Microsoft Teams: Contact center agents create and manage omnichannel interactions within a single Microsoft Teams agent interface, using Genesys Cloud contact center functionality such as response management and interaction details.

Additional integration between Genesys Cloud and Microsoft Teams allows agents to collaborate with SMEs across the company to provide smoother customer resolutions and deliver memorable customer experiences. Contact center agents use the integrated directory, search and presence features to find the Microsoft Teams subject matter expert and collaborate in real time with a single click. They can also type “/teams” directly within a Genesys Cloud chat session to create and join a Microsoft Teams meeting.



Microsoft Dynamics 365 connector: Unify Genesys experience orchestration and Microsoft CRM platforms using the Genesys Microsoft Dynamics 365 Connector. Make engagement controls constantly visible and functional across multiple customer relationship screens and views, along with the list of active interactions being handled by the user. A unified interface and data flow reduces customer and employee effort and time to reach intended outcomes.

Microsoft Dynamics 365 data actions: This integration includes prebuilt static actions (e.g., Get Case by Case ID) and allows you to create custom actions that can retrieve, update or create data in Microsoft Dynamics 365. You can use data actions to make routing decisions within your interaction flow in Architect, to present information to your agents in scripts or to act on data in other ways.

Microsoft Active Directory: Customers can leverage Microsoft Active Directory Federation Services as an identity provider for SSO to Genesys Cloud. The Genesys Cloud for Azure app on the Microsoft marketplace automates user provisioning from Azure Active Directory into Genesys Cloud for centralized, consistent user management.

Microsoft Azure Cognitive Services Text-to-Speech (TTS): Expand language options and select the most appropriate TTS voice for your organization. Engage Microsoft Azure Cognitive Services TTS within Architect for text-to-speech playback on a per-flow basis.

Microsoft Azure Cognitive Services Speech-to-Text (STT): Voice-enable third-party chatbots by transcribing customer utterances. Genesys Cloud data actions send utterances to chatbots that replay the results to customers using text-to-speech. Administrators and flow authors can now use the Microsoft Azure Cognitive Services solution in Architect bot flows for speech-to-text integration on a per-flow basis.



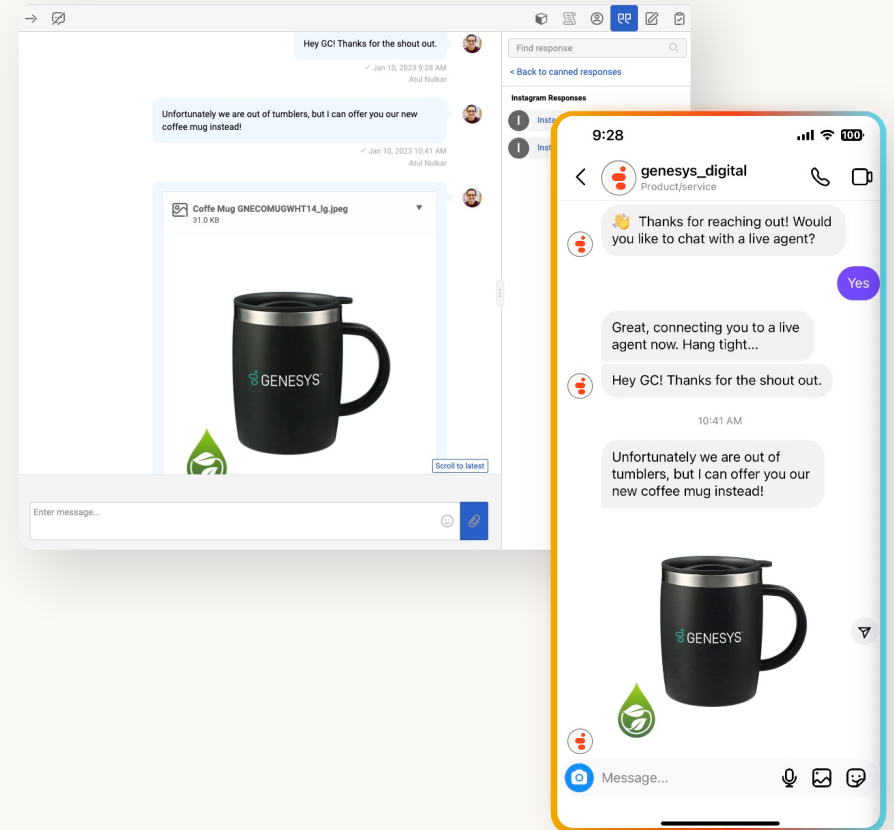
Meta

Genesys and Meta have partnered to integrate WhatsApp Business into Genesys Cloud, enabling CX-focused businesses to deliver personalized, AI-powered customer interactions at scale. This collaboration simplifies onboarding, reduces setup time from days to minutes, and allows brands to manage WhatsApp messaging directly within their contact center platform, enhancing engagement, responsiveness and operational efficiency.

Facebook: Genesys Cloud integrates with Facebook, supporting both public posts and DMs, so businesses can engage customers on a high-traffic channel. Agents manage Facebook interactions alongside other channels in a single workspace with full context. Public posts can be escalated automatically using custom rules, while agents can reply publicly or smoothly shift to private DMs, all within the same threaded conversation for a seamless customer experience.

Instagram: Contact centers can also leverage Instagram for CX, which is a natively supported channel through Genesys Cloud. This offers support for both DMs and public posts, managed within the same unified workspace as other channels. Agents can respond to inquiries, escalate issues and maintain full context — all without switching tools.

WhatsApp: Genesys Cloud natively supports WhatsApp, enabling businesses to connect with customers on the world's most popular messaging app. From real-time conversations and self-service with AI-powered bots to proactive outbound campaigns, Genesys Cloud delivers personalized experiences. Agents manage WhatsApp alongside other channels in a single workspace, ensuring consistent, context-rich engagement that scales across the customer journey.



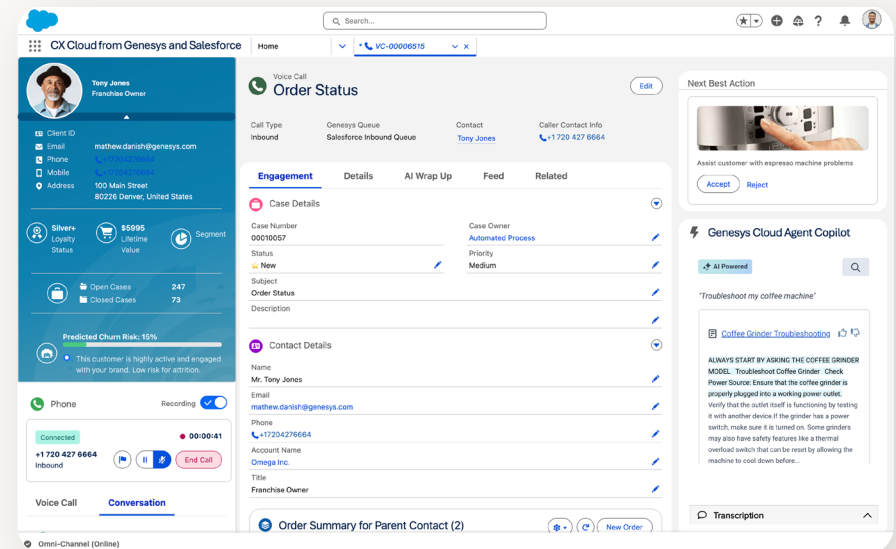
Salesforce

Salesforce and Genesys bring together the industry leaders in Contact Center as a Service (CCaaS), CEC and CRM to enable blended agents and channel-less experiences. Grow brand loyalty and reduce operational costs with consistent, personalized interactions across channels, AI bots and agents. Genesys Cloud is the clear choice for Salesforce customers who are serious about delivering personalized customer experiences at scale.

CX Cloud from Genesys and Salesforce: Unify CCaaS and CRM like never before. CX Cloud from Genesys and Salesforce is an industry-first, native solution that combines a smart agent workspace in Salesforce CRM with AI-Powered Experience Orchestration, contact center and workforce engagement management capabilities from Genesys Cloud. From a single orchestration engine in Genesys Cloud, design deeply connected, end-to-end experiences that fuse data, AI and channels from both platforms. It's available for Service, Sales, Financial Services and Health Cloud.

Salesforce data actions: The integration provides prebuilt static actions (e.g., Get Contact By Phone Number) and allows you to create custom actions that can retrieve, update or create data in Salesforce. Valuable use cases include personalized menus, granting access to information like case status, precise routing to opportunity owners and logging meaningful customer journey milestones.

Salesforce Single Sign-On: Customers can leverage Salesforce as an identity provider for SSO to Genesys Cloud.



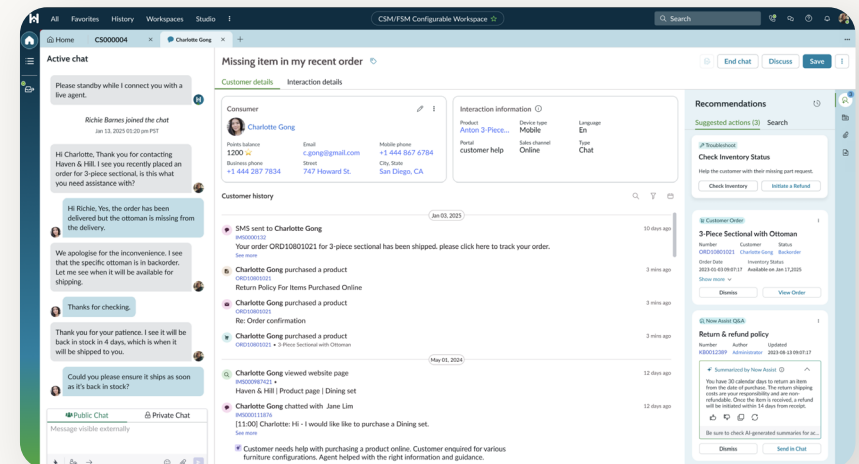
ServiceNow

ServiceNow is a leading digital workflow platform that helps organizations digitize and streamline operations for smarter, faster and more efficient work. When integrated with Genesys Cloud, it empowers customer service teams to collaborate efficiently and effectively across departments — boosting productivity, enhancing customer loyalty and lowering total cost of ownership.

Unified Experience from Genesys and ServiceNow: Consumers think of your brand as a single entity, not a collection of disparate functions. They expect seamless service journeys, no matter how many departments are involved. Yet, many organizations still rely on multiple systems to route interactions across channels and agents to navigate numerous applications to get work done or assign tasks to middle- and back-office teams. Human middleware ties these manual processes and siloed technologies together, leading to frustrating and time-consuming experiences for both your customers and employees.

Unified Experience from Genesys and ServiceNow simplifies cross-department collaboration by connecting agents with back-office teams, insights and processes to orchestrate more efficient engagements. Bring together customer service teams and their work onto a single desktop; centralize interaction and work routing across channels and departments; and optimize workforce engagement and customer journeys — all powered by AI. It's available for ServiceNow Customer Service Management (CSM) and IT Service Management (ITSM).

ServiceNow data actions: This integration provides prebuilt static actions (e.g., Get Contact By Phone Number) and allows you to create custom actions that can retrieve, update or create data in ServiceNow. Data can be used to make routing decisions within your interaction flow, present information to agents in scripts or for other purposes.



Zendesk

Zendesk is a leading CRM company that supports sales and service organizations. Integrated with Genesys Cloud, Zendesk allows customers to manage, track and queue omnichannel interactions within a single Zendesk user interface.

Genesys Cloud for Zendesk: The integration puts lightweight agent call controls directly in Zendesk, enabling your team to make and manage omnichannel interactions, leveraging Genesys Cloud functionality such as screen pop, response management and agent scripts.

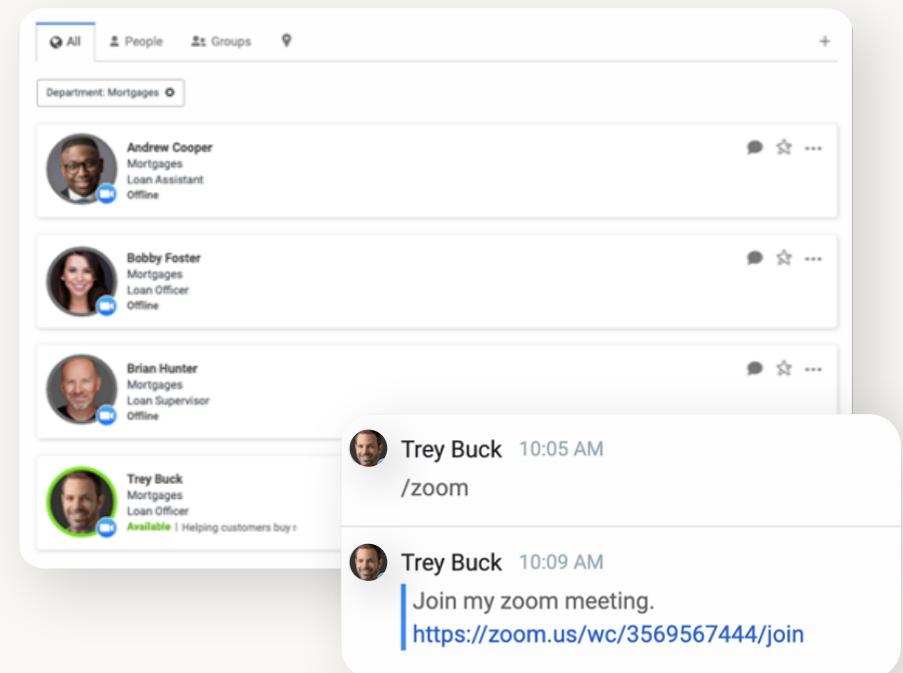
Zendesk data actions: The integration provides prebuilt static actions (e.g., Get Ticket by Ticket ID) and allows you to create custom actions that can retrieve, update or create data in Zendesk. Use these data actions to make routing decisions within your interaction flow in Architect, present information to your agents in scripts or act on data in other ways.

Zoom

Our alliance with Zoom makes it easier for teams to work together more efficiently. Genesys Cloud integration with Zoom Phone and Zoom Meetings enables organizations to power their entire enterprise communications strategies and improve collaboration across the business.

Zoom Phone: The integration allows contact center agents on Genesys Cloud to view directories, search contacts, view the presence of their back office Zoom colleagues not currently logged into Genesys Cloud and make calls to colleagues who are Zoom Phone users. Zoom Phone numbers can also be assigned to Genesys Cloud call routes.

Zoom Meetings: The integration allows Genesys Cloud users to quickly create ad-hoc Zoom Meetings and view Zoom Meeting schedules within the chat interface.



Building block 4: Development

With the Genesys Cloud platform's rich public APIs, integration methods and developer tools, you have the flexibility to compose strategic value at scale and bring innovation to market fast. And, because you already have access to the broadest and deepest set of native product capabilities, and a comprehensive marketplace, you don't have to waste time building what's already universally available. This section provides an overview of integration methods, tools and resources available to compose differentiation.



Integration methods

Genesys Cloud has a broad and deep set of methods for integrating applications and data. These integration methods can be grouped into three categories:

API integrations: Extend and connect to virtually any part of your Genesys Cloud platform with thousands of APIs that are public by default and can be fully explored and tested on the Developer Center.

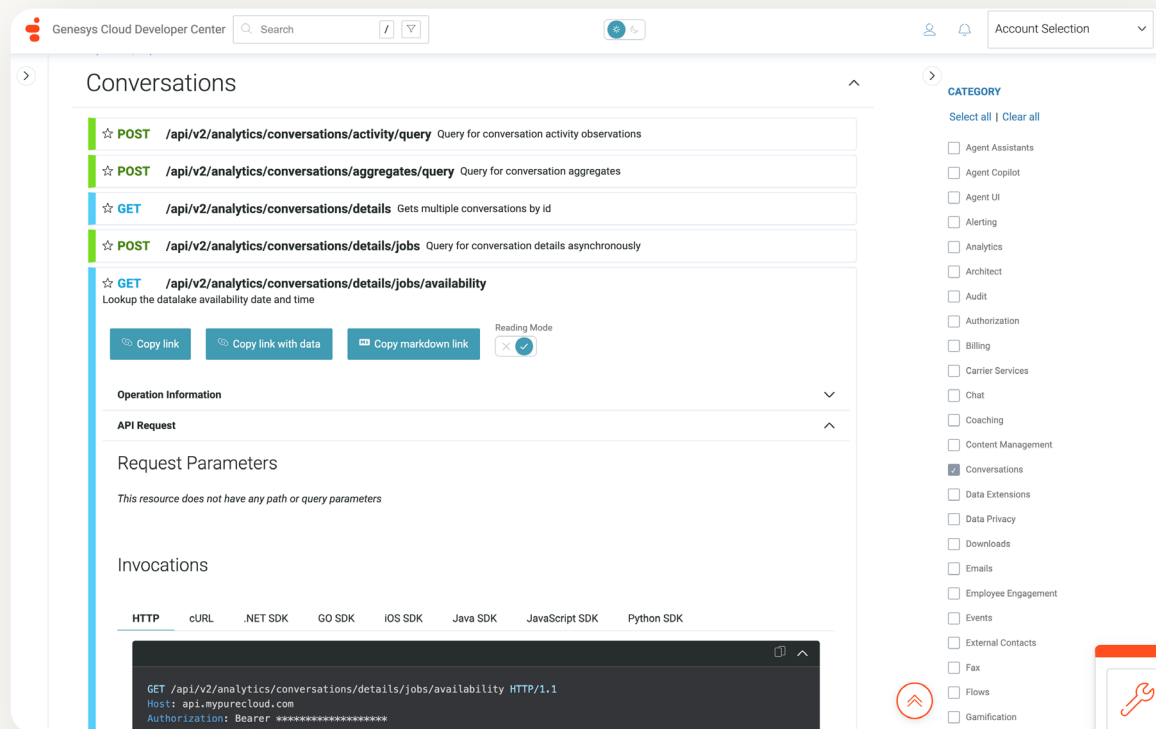
API integrations are used to invoke general Genesys Cloud functions. They're REST-based and mostly use a synchronous request-response approach for API invocations. For example, an API integration could use the Genesys Cloud user and telephony APIs to build a provisioning workflow that adds a user and a WebRTC phone every time a new employee is provisioned within an organization's employee directory.

Data integrations: Data integrations consist of APIs used to retrieve or synchronize data (e.g., conversation data) from Genesys Cloud to your internal applications or data stores.

These integration approaches include event-based messaging and REST-based services that can perform a variety of tasks, including ad hoc queries, near-time data synchronization and asynchronous data exports.

User interface integrations: These integrations consist of JavaScript-based components and REST APIs for embedding and building Genesys Cloud functionality directly within your applications. This integration category also includes a WebRTC SDK to

integrate WebRTC call controls directly in your user interface and a web messaging API to integrate messaging from your web applications with Genesys Cloud.



Dev tools

Genesys Cloud empowers developers with an open, API-first platform featuring over 3,000 public APIs, SDKs, webhooks, and CI/CD tools like CX as Code and Archy. Build, test and deploy with speed and confidence using modern frameworks, templates and a robust Developer Center — accelerating innovation at scale with strategic flexibility and reduced risk.

Audiohook monitor: Stream conversation audio to third-party services and then process that audio for voice biometrics, transcription, recording and agent assist.

Client apps: The client apps framework lets you embed custom web-based applications in the Genesys Cloud web or desktop client. Apps can be displayed in the sidebar, main stage or in interaction widget panels so they fit neatly alongside primary user applications. This helps employees address customer needs faster.

Cloud functions: Connect to enterprise data stores and process data your way. Genesys Cloud functions allow you to write and execute code within Genesys Cloud in the context of a data action, effectively extending the functionality and value of data actions. This

provides developers the flexibility to tailor cryptographic processing, manipulate data and use company supplied certificates to address a near infinite number of use cases — all without the complexity and overhead of managing your own AWS environment.

Command line interface: The command line interface allows you to perform administrative tasks against your Genesys Cloud organization without having to constantly access the user interface, as well as perform ad hoc data extracts of common Genesys Cloud objects. You can even connect to systems automation scripts for a DevOps approach to CX administration.

CX as Code: CX as Code is a configuration management tool that allows you to define Genesys Cloud configuration objects (e.g., queues, skills, users) in text files and apply that configuration across multiple Genesys Cloud organizations; it's ideally suited for use in a CI/CD deployment pipeline.



Developer sandbox: Explore new innovations with minimal risk of human error. Create separate development and test environments. Use CX as Code to easily deploy and manage changes across all environments, including production.

Embeddable framework: The embeddable framework is a toolkit designed to make developing integrations easy, using the common framework shared by our integrations for CRMs and browser extensions. The Genesys Cloud Embeddable Framework manages the entire interaction lifecycle, making API calls for the most common agent functions. Innovating quickly in the cloud, the embeddable framework regularly delivers user access to the latest Genesys Cloud capabilities across omnichannel interaction management and WEM feature sets.

Process automation triggers: A trigger is a resource that allows you to configure a reaction to a specific event that occurs within Genesys Cloud. The actions are the workflows you create using the public API.

Software development kits: To simplify application integration to Genesys Cloud, we provide client libraries that wrap REST API calls in an intuitive interface called a software development kit (SDK). Our SDKs are available

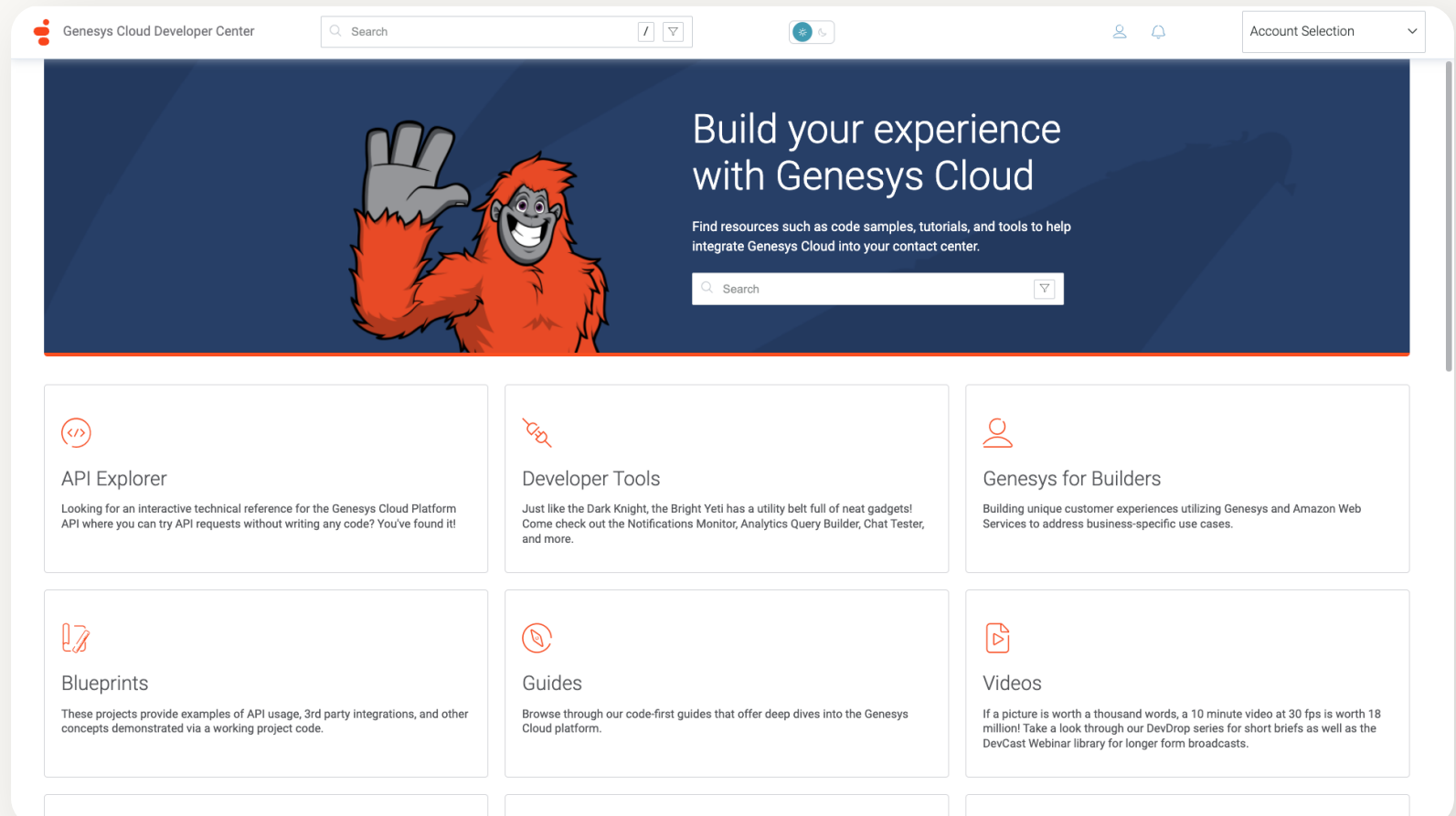
in six programming languages: JavaScript, Java, .NET, Python, iOS and Go.

Webhooks: Genesys Cloud webhooks enable incoming messages from external systems to trigger custom events that drive real-time process automation. Originally used to post chat messages, webhooks now support broader event handling across systems—helping to improve cross-platform experience orchestration. With minimal configuration and built-in integrations like Jira, GitHub and Salesforce, webhooks make it easy to act on survey submissions, system updates, external alerts and more.



Developer Center

The [Developer Center](#) provides a focused lens on Genesys Cloud development topics and resources. In the Developer Center, you'll find technical content specifically for developers like new release announcements, blogs, tutorials, how-to guides, access to dev tools and more.



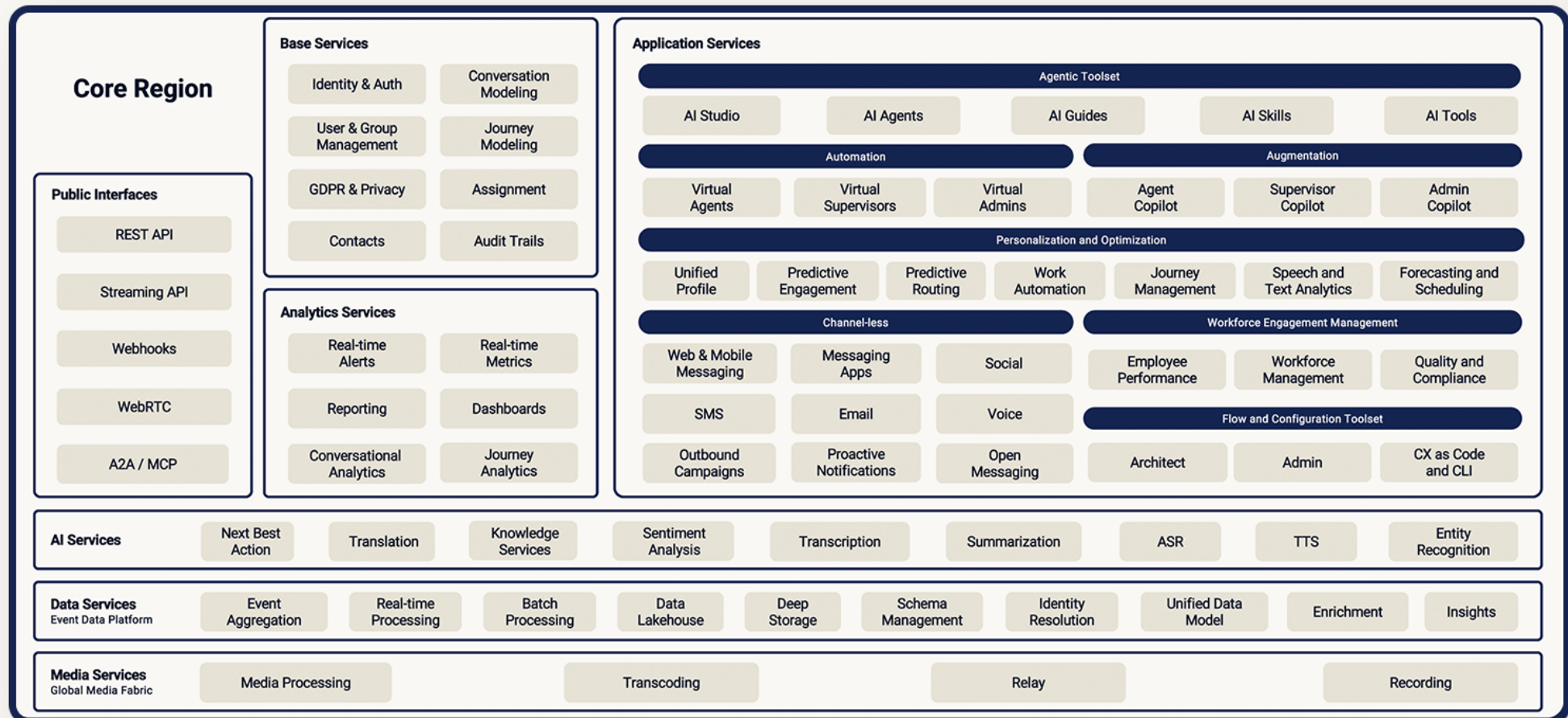
Unified, modern cloud architecture

Genesys Cloud is truly open and built to take full advantage of modern open cloud strategies and technologies, some of which are highlighted below.

This allows IT leadership — CIOs, CTOs, VPs of IT — to keep their customer experience architecture flowing toward the future and, ultimately, be seen as a more valued, strategic partner to the business. Consolidate systems, reduce technical debt and lower costs, all while co-creating connected experiences.

The following architectural diagram illustrates how Genesys Cloud services are connected and how data is passed between them.





This diagram includes certain forward-looking services.

AI throughout

Native AI and machine learning is infused throughout the Genesys platform to drive intelligent, real-time customer engagement and empower employees. Whether it's predicting customer needs, surfacing emerging trends or enabling smarter decision-making, AI acts as an always-on accelerator — fueling co-pilots and automation for both consumers and employees.

Three-fold AI model strategy: Our AI strategy spans three tiers — proprietary, open-source and frontier — powering over 35,000 production models. In-house engines handle routing and sentiment; tuned frameworks like BART and XGBoost tackle common prediction and language tasks; and frontier LLMs (Claude, AWS Bedrock) enable advanced retrieval-augmented generation and autonomous decision support.

Every model is auto-trained, validated, A/B-tested and rolled out — nightly, weekly or on demand — without any customer reintegration. This hybrid approach sidesteps off-the-shelf generative AI costs, driving broad adoption without compromising economics.

One platform, one code base

Minimize your tech footprint and ensure you're always available with the industry's most comprehensive set of native experience orchestration capabilities — all built on a single code base to seamlessly work together. With a foundation built on a single platform, Genesys Cloud is inherently more secure, delivers a better user experience and provides a lower total cost of ownership.

API-first

The same set of APIs Genesys developers use to build product capabilities is used by customers and partners to build differentiated solutions. This API-first approach empowers developers to build new functionality faster.

Microservices-based

Simple, stateless and secure components called microservices provide a level of resiliency, agility and innovation that make it easier to adapt to change. Genesys Cloud comprises hundreds of these microservices — each of which provides specialized functionality grouped into major services. The platform's use of microservices enables:

On-demand scaling: Most services use elastic load balancing and network load balancers with auto-scaling groups. Genesys Cloud distributes load and monitors groups according to service-specific policies. When a threshold is exceeded, the group adds or removes additional resources automatically, as needed. Many newer services leverage serverless technologies, instantly responding to changes in load without the need to manage servers.

Reliability through recovery: When an individual server fails, the associated application load balancer/auto-scaling group health check detects and detaches the unhealthy instance from the load balancer. If this error isn't transient, additional policies trigger self-healing behavior. This means the errant node stops and a completely new server is created to take its place. Your traffic continues unabated and Genesys Cloud recovers before you notice a service gap.

Fail-safe processing and testing: Occasional failures are inevitable; good software development practices are designed to account for them. A microservices architecture means one microservice failure won't affect another. We actively test and validate failure and recovery paths through automated chaos testing and fire drills. On average, 500 automated chaos experiments are conducted daily to anticipate and, ultimately, prevent failures so they don't impact you.



Continuous deployment

By combining microservices with DevOps, we continually push new code into production. If a small defect is detected, we fix it and push out new versions of the affected services. Our distributed architecture allows the release of rolling updates without having to take down the entire system for maintenance. Load balancing and techniques such as “canary deployments” are used to ensure that updates don’t adversely affect your system.

Global reach with local presence

Maximum **geographical coverage** is provided through 17 core regions and four satellite regions. And at least three AWS Availability Zones are used in each region for high availability. This global fabric powers customers across more than 100 countries with support for 25 different languages.



Worry-free security and compliance

Security is job one at Genesys. Rest easy knowing your customers' data, and their trust, remain secure and compliant — no matter the location of your operations.

Our shared security model reduces operational responsibilities and offers higher standards of security than most organizations can achieve in-house.

Multiple layers of data safeguards and controls are in place to maintain the confidentiality, integrity and availability of your data. To ensure maximum protection, all customer data is encrypted, both in-transit and at-rest.

The Genesys Cloud service and facilities meet the rigorous standards and compliance needs of our customers worldwide. We demonstrate our commitment through independent third-party audits and penetration testing and the achievement of numerous regulatory and industry certifications.

Digital sovereignty: Meeting digital sovereignty requirements is a mandate for many organizations, especially for those in the public sector and in highly regulated private industries. They must adhere to local country laws and regulations while ensuring data residency, operational autonomy and resilience. Sovereignty requirements can vary based on multiple factors including location, data sensitivity and industry standards. There is no one-size-fits-all solution, which makes having a range of deployment options essential.

Genesys Cloud offers deployment options to help customers meet their unique digital sovereignty and security needs. The [FedRAMP](#) region serves US public sector customers requiring a FedRAMP-authorized solution. The upcoming European Sovereign Cloud region is designed to help highly regulated organizations, primarily in the European Economic Area (EEA), address evolving digital sovereignty requirements.



Global compliance and certifications

- ✓ **CSA CAIQ:** An industry-accepted way to document what security controls exist in our SaaS solutions, providing security control transparency through compliance with the Cloud Controls Matrix.
- ✓ **ISO/IEC 27001:2022:** A globally recognized standard for an information security management system (ISMS). Achieving the certification demonstrates the application of the ISMS principles, as well as the application of ISO 27002:2013 controls to secure and protect organizational data within the scope of the certification.
- ✓ **ISO/IEC 27017:2015:** Extends the security controls of ISO 27002 to cloud environments. For Genesys Cloud, it's achieved in conjunction with ISO 27001, which involves external verification that the controls are applied appropriately and are managed and sustained.
- ✓ **ISO/IEC 27018:2019:** The globally recognized certification extension to ISO 27001:2013. Achieving the extension certification demonstrates the application of ISO 27002:2013 controls to secure personally identifiable information (PII)/privacy data in the cloud.
- ✓ **PCI DSS:** The globally recognized standard for security policies, technologies and ongoing processes that protect payment systems from breaches and theft of cardholder data.
- ✓ **SOC 1 Type 2:** An independent report on management's description of the Genesys Cloud platform and on the suitability of the design and operating effectiveness of controls in accordance with SSAE 18. SOC 1 reports are primarily concerned with controls that are relevant for the financial reporting of customers.
- ✓ **SOC 2 Type 2:** An independent report on the description of the Genesys Cloud platform and on the suitability of the design and operating effectiveness of its controls relevant to security, availability and integrity, pursuant to SOC 2 Type 2 examination under ISAE 3000.
- ✓ **SOC 3 Type 2:** An independent report on the description of the Genesys Cloud platform and on the suitability of the design and operating effectiveness of its controls relevant to security, availability and integrity, pursuant to SOC 3 Type 2 examination under ISAE 3402.



Americas compliance and certifications

- ✓ **CCPA:** The California Consumers Protection Act (CCPA) is a state statute intended to enhance privacy rights and consumer protection for residents of California in the United States.
- ✓ **CPRA:** The California Privacy Rights Act (CPRA) builds on the CCPA. It provides California residents with additional rights, such as the right to opt out of data sharing and the right to receive equal services and pricing regardless of their data sharing choices. The CPRA also imposes stricter data security standards and more stringent enforcement measures.
- ✓ **Data Privacy Framework (DPF):** The EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. Data Privacy Framework (UK Extension to the EU-U.S. DPF), and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) were developed to facilitate transatlantic commerce by providing U.S. organizations with reliable mechanisms for personal data transfers to the United States from the European Union/ European Economic Area, the United Kingdom (and Gibraltar), and Switzerland that are consistent with EU, UK, and Swiss law.
- ✓ **DoD Impact Level 2 (IL2):** The Department of Defense (DoD) Cloud Computing Security Requirements Guide (SRG) provides the baseline security requirements used to assess the security posture of a cloud service offering. IL2 data includes non-controlled unclassified information, which is all data cleared for public release and some low confidentiality unclassified information that isn't designated as controlled unclassified information (CUI).
- ✓ **FedRAMP:** A US government program that provides a standardized approach to security assessment, authorization and continuous monitoring for cloud products and services. Genesys Cloud is FedRAMP authorized at the Moderate Impact Level.
- ✓ **HIPAA:** Compliance with the Health Insurance Portability & Accountability Act (HIPAA) demonstrates assurance through effectiveness of security controls that health information is secured and protected.
- ✓ **HITRUST:** Health Information Trust Alliance (HITRUST) assures internal and external stakeholders of the current state of information security and compliance, with Genesys Cloud providing greater assurance through the attainment of the externally validated "gold standard" two-year assessment.



Americas compliance and certifications

- ✓ **LGPD:** The Brazilian General Data Protection Law (“LGPD”) is Brazil’s primary regulation aimed at the protection of personal data. LGPD (Lei Geral de Proteção de Dados) was designed in accordance with the EU’s GDPR.
- ✓ **GovRAMP:** GovRAMP is a program for states that provides a standardized approach to security assessment, authorization and continuous monitoring for cloud products and services. Being GovRAMP authorized means a cloud system has an established and highly secure environment that has withstood comprehensive audit review before states are authorized to engage the system. Genesys Cloud is GovRAMP authorized at the Moderate Impact Level.
- ✓ **TX-RAMP:** TX-RAMP is the Texas Department of Information Resources (DIR) framework for collecting information about cloud services security posture and assessing responses for compliance with required controls and documentation. TX-RAMP requirements apply to Texas state agencies, institutions of higher education and public community colleges.



Europe, Middle East and Africa compliance and certifications

- ✓ **ACN:** The National Cybersecurity Agency (ACN) is the Italian national cybersecurity authority for the protection of national interests in the field of cybersecurity. ACN certificate outlines specific compliance requirements for cloud service providers serving the Italian public sector.
- ✓ **C5:** The cloud computing compliance criteria catalogue (C5) defines a baseline security level for cloud computing. It's used by professional cloud service providers, auditors and cloud customers.
- ✓ **Cyber Essentials Plus:** Cyber Essentials Plus is a more advanced level of cybersecurity certification than Cyber Essentials. In addition to the self-assessment questionnaire, an independent certification body carries out a vulnerability scan and penetration testing to identify any weaknesses in the organization's systems and networks.
- ✓ **Dubai Electronic Security Center (DESC):** DESC CSP license is a certification system to assess if a Cloud Service Provider's (CSPs) Information Security Management System is properly established, managed and operated. Compliance with this standard is mandatory for all CSPs wishing to offer cloud services for Dubai government and semi government entities.
- ✓ **Digital Operational Resilience Act (DORA):** The Digital Operational Resilience Act (DORA) is a European Union (EU)-wide regulatory framework aimed at enhancing the digital operational resilience of financial service institutions (FSIs) operating within the EU. It ensures that these entities can withstand, respond to, and recover from all types of Information and Communication Technologies (ICT)-related disruptions and threats.
- ✓ **ENS:** The National Security Scheme (Esquema Nacional de Seguridad or ENS) applies to the entire Spanish public sector, as well as to suppliers that collaborate with the administration. It ensures the adequate protection of information and services, aligning with the ENS framework's basic principles, requirements and security measures. Genesys Cloud was audited by an accredited independent assessor and has achieved ENS High Certification.
- ✓ **EU Data Act:** The EU Data Act (Regulation 2023/2854) (the "Data Act") establishes a harmonized framework to promote fair access to and use of data across the European Union. It mandates obligations for data processing service providers within the EU, and is aimed at dismantling technical, contractual and commercial barriers to data portability and interoperability.
- ✓ **GDPR:** The General Data Protection Regulation (GDPR) is a data protection law that regulates the use of personal data of EU residents and provides individuals with rights to exercise control over their data.



- ✓ **HDS:** Introduced by the French governmental agency for health, “Agence du Numérique en Santé” (ANS), the “Hébergeur de Données de Santé” (HDS) certification imposes advanced security and privacy requirements on hosting services and cloud providers to ensure the confidentiality and integrity of sensitive data is adequately protected.

Asia-Pacific compliance and certifications

- ✓ **IRAP:** Intact Security conducted an audit (known as an assessment) as defined in the Australian Signals Directorate (ASD) Information Security Manual (ISM) and in accordance with the Genesys Cloud SOA. The ISM is developed with the principle of providing Australian Government agencies with a baseline of generic risks and controls associated with the storage and handling of security sensitive and classified information. Genesys Cloud completed an IRAP assessment up to the PROTECTED information classification level.

Visit the [trust center](#) for more information.

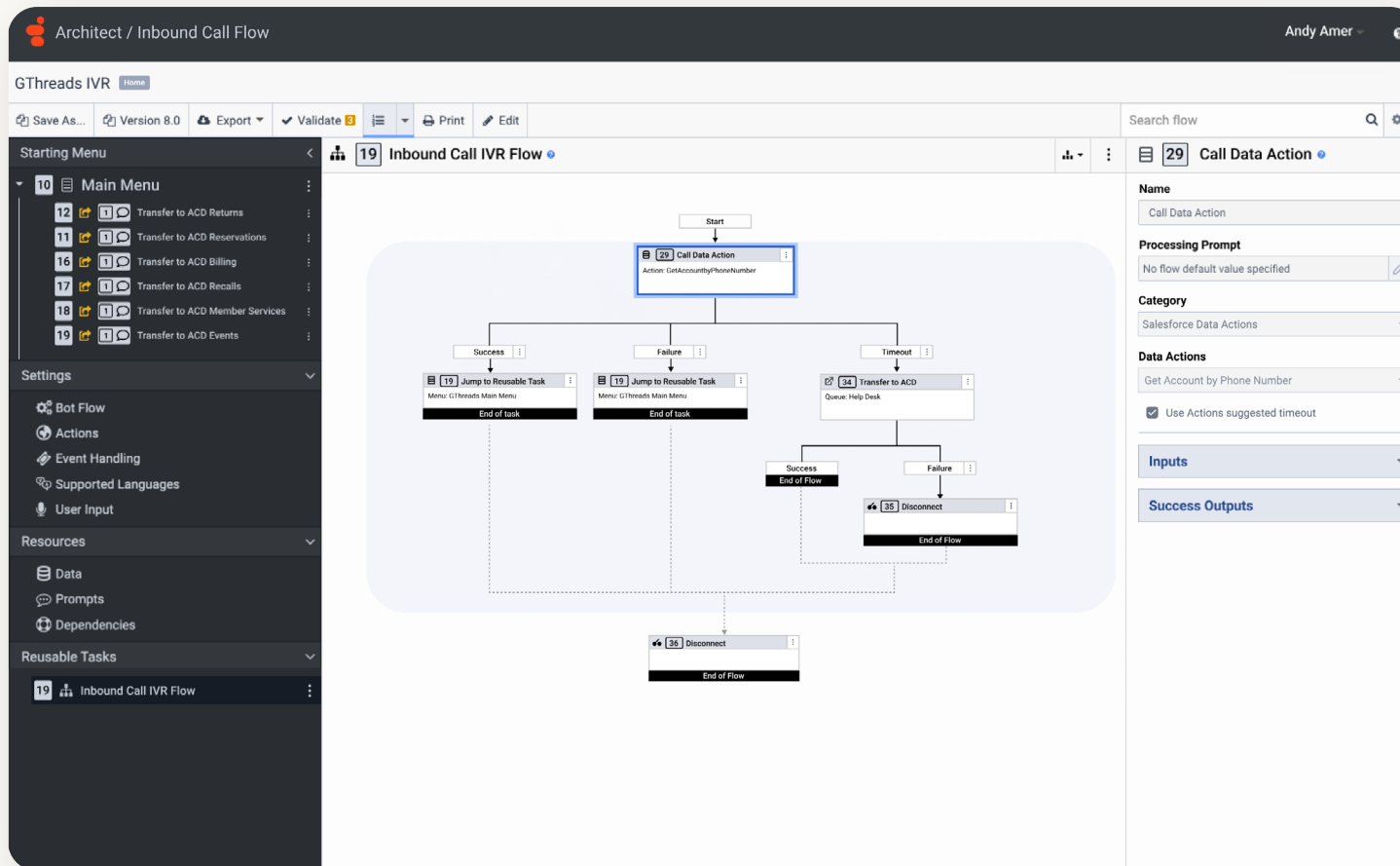


Low-code development

Architect, the no-code flow orchestration tool in Genesys Cloud, helps organizations rapidly translate strategy into experiences that drive better outcomes. With a visual, drag-and-drop interface, Architect enables seamless collaboration across teams to design, build and evolve interaction flows without writing code.

Use Architect to orchestrate data, systems and capabilities by bringing together bots, channels and live agents into a unified experience. Whether it's simple routing logic or sophisticated real-time decisioning, teams can co-create personalized journeys that adapt dynamically to customer intent and context.





Here's an example: An administrator or developer can easily drag a Call Bot action into a flow to trigger an existing bot where it's needed.

This illustrates how Architect helps teams orchestrate sophisticated experiences across channels, at scale, by systematically invoking data and services spread across your entire organization. This includes our [all-in-one product](#), apps and integrations from the [AppFoundry Marketplace](#), [existing CX systems](#) you use and differentiated capabilities built by [developers](#) on the platform.

Use Genesys orchestration capabilities to co-create across organizations to deliver truly differentiated experiences for your customers and employees. Create the best experience and respond to a customer's intent with the least amount of friction involved for deeper, more meaningful experiences that drive measurable outcomes.

Centralized administration and control

Maintain consistent, scalable operations and guardrails across deployments of any size, location or operating model from a single interface.

Roles and permissions: Quickly onboard and manage employees using a role-based access control (RBAC) model to give them access to the tools, controls and languages they require to do their jobs effectively.

Divisions and authorized organizations: Reduce the administrative overhead it takes to manage multiple, interconnected business

units, countries and office locations. Use divisions to group and segregate objects inside your organization and then grant access to them using roles. With authorized organizations, you can establish a secure relationship between one Genesys Cloud organization and another. This allows permitted users and groups from one organization to log in to another organization.

Audit logs: Ensure continued compliance, safeguard against inappropriate system access and audit suspicious behavior across your enterprise with automatic log capture, audit log viewer and console logs.

Permission	Roles	Division	Access
acdscreenshare.*	Agent Chat Agent Co-Browse Agent Employee	Support	Full Access
acdvideo.*	Agent Chat Agent Co-Browse Agent Employee	Support	Full Access
alerting.*	Agent Chat Agent Co-Browse Agent Employee	Support	Full Access
analytics.*	Agent Chat Agent	Support	Full Access



Guaranteed to be operational

Availability is also a top priority at Genesys. We've invested heavily in both security and availability so that, rather than being in self-protection mode, you can spend more time delivering value to the business — no matter what comes your way.

The Genesys Cloud [service-level agreement](#) (SLA) backs this. If service uptime falls below the thresholds in the table below, customers are entitled to the following credits.

And, with transparency as a core value of Genesys Cloud, you can visit the [real-time status page](#) to check out current system status, platform availability and a list of past incidents.

Put it all together and you have a future-proof architecture that lets you shift your team's focus from keeping the lights on and data safe to co-creating unique and differentiated value with the business. The economics get better, too.

Uptime	Credit
Below 99.99%	10%
Below 99.0%	30%
Below 97.0%	100%

Supporting services and resources

Genesys and our partners strive to become an extended, strategic part of your business as you drive toward sustainable differentiation in the cloud. You get the deepest level of CX knowledge and expertise, as well as proven best practices and resources to lean on throughout the lifetime of our relationship. This includes your account team; customer success manager; skills and development training; experts to augment your development team; technical support professionals; and online resources to help answer questions. And you can always access our robust and easy-to-navigate [resource center](#), [community](#) and [Developer Center](#).



Case study

Customizing in the cloud for better experience and ROI

Company Nurse anticipated the need for multiple digital channels for a changing workforce and knew they needed to use a new contact center solution. They also wanted to more efficiently manage their agents and systems.

Company Nurse selected the composable Genesys Cloud platform to accelerate digital transformation, deliver better outcomes and simplify their tech stack.

They now meet customers where they are, orchestrating experiences across web messaging, email, SMS, social and voice channels. New workforce tools and insights are activated to enhance employee and customer experiences. And developers are creating differentiation faster and connecting mission-critical systems more meaningfully, with greater ease.

[Read the full story](#)

“Built-in omnichannel and workforce engagement capabilities, plus an open API architecture for simple integration and development opened up possibilities we couldn’t get with another vendor, but what set Genesys Cloud apart was the configuration and orchestration across these components, creating an effortless experience for everyone.”

Henry Svendblad,
CTO at Company Nurse



Channels and tools to
increase engagement

Insights to
enhance experiences



Deeper connections to
improve productivity

Unique solutions to
speed transactions

 **11–13%**
decrease in handle times

 **269%**
ROI with 4.8-month payback

 **\$50,000**
saved annually with reduced overflow calls

Conclusion

In a world of constant disruption and rising customer expectations, only the most agile organizations will lead. That's why CIOs and CTOs are turning to Genesys Cloud — the strategic platform for orchestrating real-time customer and employee experiences at scale. Free from rigid systems and fragmented channels, they're building modern CX architectures that unify data, interactions and journeys — forging deeper, more empathetic connections.

Whether you're navigating change or accelerating innovation, composability is the key to speed, agility and resilience. Genesys Cloud unites product capabilities, a global marketplace, ecosystem integrations and developer tools into a cohesive foundation for continuous co-creation. You gain the power to differentiate faster, adapt easier and architect for what's ahead.

This is more than tech modernization. It's a shift toward empathetic experiences that feel fluid, intelligent — and profoundly human. Customers feel seen, supported and understood. Employees feel equipped and inspired. The business stays protected — and primed for growth.

So, think boldly. Challenge your teams to orchestrate what others haven't yet imagined. Build loyalty through moments that matter — timely, personal and unforgettable. And embrace a platform that helps you keep delivering on that promise — no matter what the future brings.

Start your ascent up the levels of AI-Powered Experience Orchestration — and turn every interaction into a competitive edge.

Ready to see how it works?

Discover Genesys Cloud firsthand through the eyes of agents, supervisors and administrators.

Begin the tour

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About Genesys

Genesys empowers organizations of all sizes to improve loyalty and business outcomes by creating the best experiences for their customers and employees. Through Genesys Cloud™, the AI-Powered Experience Orchestration platform, organizations can accelerate growth by delivering empathetic, personalized experiences at scale to drive customer loyalty, workforce engagement, efficiency and operational improvements. Visit www.genesys.com.

